

Intitulé du cours : Anglais de Spécialité (Business English)

L 3 - S 6 – 2025/2026

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Eléments de l'Unité d'Enseignement :

- Tutorial 20 hours

Nombre de crédits ECTS validés par ce cours :

Prérequis :

B1+ in listening, reading, speaking, writing skills

Objectifs pédagogiques :

Developing proficient English skills and insight into the evolution of the real economy

Target level: B2 / B2+

See link for further information: <https://www.coe.int/fr/web/portfolio/self-assessment-grid>

Compétences développées :

Students will be trained to :

- | | |
|--------------------|--|
| [Speaking skills] | Give fluid oral presentations and take part in debates without strain, |
| [Listening skills] | Understand oral/video documents related to Business and economic activities, pinpoint & classify relevant information, |
| [Reading skills] | Read specialised press articles on Business and economic activity, pinpoint & classify relevant information, |
| [Writing skills] | Produce structured and concise reports based on specific oral and written documents, rephrase information to develop proficiency, and write professional correspondence (usage + content). |

Plan de cours :

1. SYLLABUS General presentation & personal introduction
Topic 1: Employment in the Digital Age
2. Topic 2: Marketing & Brand Equity
3. Topic 3: Consumerism

Modalités de contrôle des connaissances et des compétences envisagées (type (i.e devoirs sur table, QCM, exposés...), durée) :

Ongoing assessment including:

- group oral presentation,
- monthly vocabulary quizzes,
- mid-semester 1-hour test (Reading Note),
- 1h45-final test (Reading note + Business Correspondence)
- Engagement bonus point

Bibliographie recommandée :

Students must get accustomed to the reading of specialized press to get accurate information on macro/micro evolutions taking place in our environment, and their field of expertise. This will also significantly contribute to the consolidation of their overall language skills.

Find below some resource websites :

www.guardian.co.uk
www.economist.com
www.ft.com
www.businessweek.com
www.bbc.co.uk
www.nytimes.com
www.thetimes.co.uk
www.independent.co.uk
www.dw.de

