

**Spécialité Master de l'Art et Tourisme Culturel
(M2 MATC)**

Titre du Cours : Business English

Course Title:

Heures : 20

Lecture hours:

ECTS Credits:

➤ **CONTENU ET OBJECTIFS PÉDAGOGIQUES DU COURS**

DESCRIPTION AND LEARNING OBJECTIVES OF THE COURSE



In this module, participants will learn:

- To communicate with others in practical, business-oriented situations
- To express themselves in English with greater fluency, accuracy and confidence
- To handle themselves in English in a variety of business contexts, from negotiating, to networking, to making presentations, to business correspondence

➤ **LISTE DES SUJETS OU RESUME DES SEANCES**

TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE

Communication: how to be a good communicator, listening – improving communication, reading - email for or against, effective email writing, cultural differences, dealing with a communication breakdown, negotiating skills and role-play

Building relationships: business partnerships and networks, vocabulary, listening - corporate responsibility, reading – business networks in China, networking role-play

Marketing: customer relationship management – listening and discussion, vocabulary, reading comprehension and language, making an impact in presentations, writing presentation slides

Project: Writing a formal proposal for acquisition of an art piece

➤ **METHODES D'EVALUATION (CONTROLE CONTINU)**

EVALUATION AND GRADING

Attendance 10%, Participation 10%, Midterm evaluation 30%, Final Exam 50%

➤ **REFERENCES BIBLIOGRAPHIQUES**

BIBLIOGRAPHY



Market Leader Business English Course Book Upper Intermediate 3rd Edition by David Cotton, David Falvey & Simon Kent, Pearson Longman, 2011