

MASTER EN ADMINISTRATION ET ENTREPRENEURIAT
« Direction d'Entreprise » MAE « D E »

Titre du Cours : BUSINESS ENGLISH

Course Title:

Heures : 20 H

Lecture hours:

ECTS Credits: 2

PRE-REQUIS – PRE-REQUISITE

- - English business knowledges (practice of the four skills of reading, writing, speaking and listening)

➤ **OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES †**

The overall objective is to have students improve their fluency in spoken English as well as practicing business writing, learning or reviewing essential business vocabulary and grammatical structures. The course seeks to have students practice and improve their English by using teaching material which has a business basis.

Students will practice the four skills of reading, writing, speaking and listening through the use of case studies, pair work and listening exercises.

➤ **CONTENU DU COURS / DESCRIPTION OF THE COURSE**

- Business case studies (entrepreneurship, the corporate world, teamworking)
- Business English Pair Work (e.commerce, retailing, companies, employment)
- English for Business studies
- Making business decisions
- Telephoning in English

➤ **LISTE DES SUJETS OU RESUME DES SÉANCE/ TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE**

Business cases studies

➤ **METHODES D'ÉVALUATION (CONTROLE CONTINU) / EVALUATION AND GRADING**

- Présence/participation : 10%
- Evaluation écrite n°1 : 30 %
- Evaluation écrite n°2 : 30 %
- Evaluation orale : 30 %

➤ **REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY**

- Translation of economic and business newspaper articles
- Mary Ellen Guffrey : Essentials of Business Communication
- Business English saw by Oxford University Press
- HARVARD BUSINESS REVIEW
- FINANCIAL TIMES REVIEW