

Anglais 2 (Avancé)

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| Domaine | Economie et Services |
| Filière | Economie d'entreprise |
| Orientation | Economie d'entreprise (EE) |
| Mode de formation | Temps partiel/En emploi |

Informations générales

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| Nom: | : | Anglais 2 (Avancé) |
| Identifiant: | : | HEG-Ang2AV |
| Année académique | : | 2019-2020 |
| Responsable: | : | Elisabeth Paliot |
| Charge de travail: | : | 60 heures d'études |
| Périodes encadrées: | : | 45 (= 33.75 heures) |

| Semestre | E1 | S1 | S2 | E2 | S3 | S4 | E3 | S5 | S6 | E4 | S7 | S8 |
|----------|----|----|----|----|----|----|----|----|----|----|----|----|
| Cours | | | 45 | | | | | | | | | |

Connaissances préalables recommandées

Minimum entry level B2.1.

Objectifs

By the end of the semester, students will be able to:

- make short professional presentations in English
- take part in team activities, including chairing and participating in meetings; writing agendas and decision minutes
- plan and write formal letters and business texts
- use conditional forms (0, 1, 2 and 3) accurately
- use –ing and infinitive structures and a specified range of adjective and preposition combinations
- assess their own strengths and weaknesses in English and set further learning goals

Topic: Marketing

Lessons in this module are based on the theme of marketing and a range of related themes. Vocabulary work continues in relation to the main topic, in addition to work on specific grammar points. During this module, a team project is organised with a focus on effective learning, team work and meetings. The project includes a team presentation at the end of the semester. Written focus is on formal letters.

Contenu et formes d'enseignement

Répartition des périodes indiquée à titre informatif.

Cours: 45 périodes

- Topic: Marketing

45

Bibliographie

Emmerson, P. (2010) *Business Grammar Builder (2nd edition). Intermediate to Upper Intermediate. MacMillan.* Units covered and tested (T) in the Module: Units 17 & 18 Conditionals (T); Modal verbs used as hedges (not to be tested); U48 Adjective + preposition combinations (T); Units 19 & 20 -ing form/infinitives (T).

Mascull B. 2017 *Business Vocabulary in Use Intermediate 3rd edition. Cambridge: CUP.* Units covered and tested (T) in the Module: U20 Markets and competitors (T); U21 Marketing and market orientation (T); U22 Products and brands (T); U23 Price (T); U25 Promotion (T); U26 E-commerce (T). Classwork and Self-study: U53 Letters and faxes, Units 55 & 56 (T) Meetings, 60, 61 and 62 Presentations.

ISBN 978-1-316-62998-7 Book with answers (This vocabulary book may be purchased with an online version : ISBN 978-1-316-62997-0)

Contrôle de connaissances

Cours:

Elaboration d'un portfolio pendant le semestre. Evaluation du portfolio à l'écrit et présentation orale liée au portfolio.

Examen:

L'atteinte de l'ensemble des objectifs de formation sera vérifiée lors d'un contrôle final commun écrit d'une durée de 80 minutes.

Matériel autorisé:

- Aucun matériel, ni documentation autorisés

Calcul de la note finale

Note finale = moyenne cours x 0.5 + moyenne examen x 0.5

Fiche validée le 26.08.2019 par Borter Silna