

Anglais 2 (Intermédiaire)

Domaine	Economie et Services
Filière	Economie d'entreprise
Orientation	Economie d'entreprise (EE)
Mode de formation	Plein temps

Informations générales

Nom:	:	Anglais 2 (Intermédiaire)
Identifiant:	:	HEG-Ang2IN
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
Cours			45						

Connaissances préalables recommandées

Minimum entry level B1

Objectifs

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

- make short professional presentations in English
- take part in team activities, including informal meetings
- plan and write formal letters and business texts
- use Simple Past and Present Perfect forms and time adverbs reasonably accurately
- use a specified range of adjective and preposition combinations accurately
- assess their 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 and team work. The project includes a team presentation at the end of the semester. In addition to oral fluency, students are expected to improve their spoken and written accuracy. 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 3, 5, 6 and 40 (T=all units) Simple Past and Present Perfect/Time adverbs; Units 7 and 8 Future Forms (will not be tested); U48 Adjective and preposition combinations (T).

Masculi 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 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 22.08.2019 par Borter Silna