

## Anglais 2 (Intermédiaire)

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

### 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	E4	S7	S8
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