

Langue - Anglais des affaires

ECTS : 3

Description du contenu de l'enseignement :

- Communication professionnelle, réunions, discours de motivation
- Projet entrepreneurial
- Négociation commerciale

- Maîtriser le vocabulaire spécifiquement lié à l'entrepreneuriat et l'innovation
- Maîtriser des techniques de communication orale en anglais
- Négocier en anglais

Compétence à acquérir :

The objectives are three-fold :

- 1/ to enhance students' language and communication skills
- 2/ to stimulate their entrepreneurial creativity (to help them find their "inner entrepreneur")
- 3/ to generate knowledge and expand awareness of innovative business practices today.

Learning Outcomes

- 1/ Greater confidence and fluency in public speaking.
- 2/ Enhanced written communication skills.
- 3/ Learn the art of live and video business pitches.
- 4/ Learn how to devise and write an appropriate business plan.
- 5/ Develop business communication strategies and skills.