

## Anglais H : Culture and practice of entrepreneurship

ECTS : 3

### Description du contenu de l'enseignement :

This is a general English language class with major emphasis on the themes of innovation, entrepreneurship and social enterprise. The course is designed to encourage the productive and creative input of students. Students will be required i/to create their own meeting situations and perform their meetings in small groups, ii/ conceive of an original idea for a start-up, design a short business plan and simulate pitching their idea to potential investors, and finally, iii/ deliver an individual speech to the class. These exercises are designed to help prepare students to be ready to communicate effectively in English in their future professional lives.

### Compétence à acquérir :

#### Course Objectives

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.

### Mode de contrôle des connaissances :

Continuous assessment takes up 70% of the final grade: small-group meeting 20%, small group start-up presentation 20%; individual speech 20%, participation: 10%  
Final exam: 30%.

### Bibliographie, lectures recommandées :

A detailed syllabus for 12 weeks of class will be presented at the beginning of term.