

## Business English



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

1st year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Spring (S2)

> **Degree course:** Management and International Trade

> **Teaching unit:** UE 1-5

> **Course language:** English

> **Duration (hours):** 20

> **ECTS:** 2

> **Teacher(s):** Kayleigh O'Sullivan

#### > **Assessment:**

Continuous assessment

Final exam

#### > **Teaching methods:**

Lecture course          hours

Tutorial course      20 hours

Practical work          hours

Case study

Project

## COURSE DESCRIPTION

Cross-cultural business strategies S2

Hybrid teaching methods: Face-to-face sessions with online activities/material.

## OBJECTIVES

Develop and display cross-cultural business strategies communicated through English.

Self-marketing and personal branding through English.

Emphasis will be placed on the ability to communicate effectively in English through written and especially spoken communication.

## PREREQUISITES

English proficiency B2+ level according to CERFL

## SELECTIVE BIBLIOGRAPHY

(Optional) Grammar Revision :

Murphy, English Grammar in Use

All other materials will be provided in tutorials