

Anglais pour l'économie – L1

Level: *Licence* (Bachelor's) – first year - L1 / first semester

Cursus: *Anglais pour l'économie / Corporate Structures*

Semester: 1

Teaching hours: 18 hours (TD)

Teacher: Michael Riley Torbott

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Abstract:

The course is designed to enhance students' English language skills with a focus on corporate structures, company roles and essential business vocabulary.

Learning objectives:

At the end of the class, students are expected to:

- improve their understanding of intermediate grammar structures,
- understand corporate hierarchies,
- be capable of discussing current events,
- use and understand both written and spoken English in formal settings,
- reflect on corporations, franchises and different business models.

Course contents: The course is divided into 8 sessions of 2h lessons

1. Introduction

- 1.1/ Introduction to Corporations and Corporate Structure
- 1.2/ Board of Directors

2. Interrogatives, Company Roles and Responsibilities

- 2.1/ Question Formation
- 2.2/ Overview of Corporate Hierarchies
- 2.3/ Roles and Responsibilities

3. Sales and Marketing, Modal Verbs

- 3.1/ Marketing & Sales
- 3.2/ Modal Verbs
- 3.3/ Common Business Models



4. Current Events in Business, Verb Tense Timeline

- 4.1/ Vocabulary for Presenting Current Events
- 4.2/ Overview of Verb Tenses and Aspects
- 4.3/ Presentations

5. Formal English, Writing Professional Emails & Emails

- 5.1/ Writing Professional Emails
- 5.2/ Formal Vocabulary and Linking Words
- 5.3/ Present Simple & Present Continuous

6. Paraphrasing Techniques

- 6.1/ Essential Verbs for Comprehensive Summaries
- 6.2/ Growth vs Fixed Mindset (Dweck 2006)
- 6.3/ Present Continuous for Future Events

7. Attending Meetings, Future Simple/Future Continuous

- 7.1/ Formal English for Meetings
- 7.2/ Future Simple, Adverbs of Frequency
- 7.3/ Future Continuous, Temporal Markers

8. Key Performance Indicators (KPIs), The Passive Voice

- 8.1/ Introduction to KPIs
- 8.2/ Common KPIs in Sales
- 8.3/ Gross Profit Margin, Net Profit Margin, Return on Assets
- 8.4/ The Passive Voice

Assessment:

- Written Exam (last session, 90 minutes, 50%)
- Classwork & Homework (30%)
- Participation & Attendance (20%)

Bibliography:

- Dweck, C. S. (2006). *Mindset: The New Psychology of Success*. Random house.
- Gardner, H. E. (2011). *Frames of Mind: The Theory of Multiple Intelligences*. Basic books.
- Hancock, J. L. (2016). *The Founder*. The Weinstein Company.
- Mena, B. (2024). *Mortgage Rates Drop to Lowest Since Early February 2023 After Fed's Jumbo Interest Rate Cut*. CNN News.