

Anglais pour l'économie – L2

Level: *Licence* (Bachelor's) – second year – L2 / first semester

Cursus: *Anglais pour l'économie / Start-Up Culture*

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 entrepreneurship, start-up culture and essential business vocabulary.

Learning objectives:

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

- improve their understanding of intermediate grammar structures, verb tenses and aspects
- understand common business models used in entrepreneurship,
- be capable of discussing current events,
- use and understand both written and spoken English in formal settings,
- reflect on start-ups, engines of growth and disruptive technologies.

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

1. Introduction

1.1/ Introduction to Entrepreneurship and Start-up Culture

1.2/ Introduction to *The Lean Start-Up* and Minimum Viable Products

2. Conditionals, *The Lean Start-Up*

2.1/ Conditionals

2.2/ Eric Reis – Life and Works

2.3/ Excerpts from *The Lean Start-Up: Engines of Growth/Minimum Viable Product*

3. Technology and Innovation, *Homo Deus: The Modern Covenant*

3.1/ Disruptive Technologies

3.2/ Excerpts from *Homo Deus: The Modern Covenant*

3.3/ Discussing AI



4. Billionaires, Present Perfect/Simple Past

- 4.1/ Billionaires and Taxation
- 4.2/ Bill Gates Commencement Speech (Harvard University)
- 4.3/ Present Perfect Timelines
- 4.4/ Simple Past and Time Markers

5. Verb Tense Timeline, Planet Money Podcast Episode

- 5.1/ Verb Tenses & Aspects: Overview
- 5.2/ Simple Past, Past Perfect, Past Continuous
- 5.3/ *China, Taiwan, and How Nations Grow Rich*

6. Persuasive Techniques, The Passive Voice

- 6.1/ Vocabulary for Sales Pitches and Persuasive Language
- 6.2/ Passive Voice Formation and Uses

7. Sustainability, *Homo Deus: The Data Religion*

- 7.1/ Sustainable Development: Vocabulary and Examples
- 7.2/ Future Simple, Adverbs of Frequency
- 7.3/ Excerpts from *Homo Deus: The Data Religion*

8. Customer Experience, Gerunds

- 8.1/ Customer Experience
- 8.2/ Gerunds in Marketing and Advertising
- 8.3/ Revenue Operations: The Alexander Group

Assessment:

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

Bibliography:

Carim, A; McKenzie, C. (2024) Journey of a Revenue Operations Leader: An Executive Interview.

https://www.youtube.com/watch?v=_9ryZ4WHU5Q

Gates, B. (2007). Harvard Commencement Speech. <https://www.youtube.com/watch?v=zPx5N6Lh3sw>

Noah Harari, Y. (2015). *Homo Deus: A Brief History of Tomorrow*. Harper.

Reis, E. (2011). *The Lean Startup*. New York: Crown Business, 27, 2016-2020.

Smith, R; Goldmark, A. Hosts. (2024). *NPR Planet Money Summer School*.