



ENGLISH DEPARTMENT

2011-12

1st Cycle

Master's Cycle

1 Year

2 Year

3 Year

4 Year

5 Year

Semester 1

Semester 2

Semester 3

Semester 4

Semester 5

Semester 6

Semester 7

Semester 8

Semester 9

INITIATION

PROFESSIONALIZATION

DISCOVERY

SPECIALIZATION

BUSINESS ENGLISH

Market Leader: <i>Business English Course book</i>	Topics Brands Travel Change Organization	Topics Advertising Money Cultures Human Resources	Topics International Markets Ethics Leadership Competition
Communication Skills	Activating and fostering student's capacity to communicate in binoms, small groups, role play...	Presentation Skills building the necessary skills to make a successful presentation	PowerPoint developing students' ability and creativity to communicate through visual aids
Writing Skills	Letter Writing Summary writing Paraphrasing	Curriculum Vitae Cover Letters Essay writing	Report writing Letter writing Op-eds
Exam	Letter Writing Summary Writing Business Vocabulary	Company Oral company profile (history, structure, strategy..) to jury and classmates	Innovation Oral presentation of original idea to jury and classmates
TOEFL Intern PBT *	Test N° 1 500	Test N° 2 & 3 523 / 538	Test N° 4 & 5 527 / 549
CEFR **	B1	B1	B1
Tellmore *	e-learning 27 hours	e-learning 27 hours	24 hours

Semester Abroad in an Anglophone University

MODULES

Decoding News Content: The Role of Media in Shaping Public Opinion
Barack Obama's Economic Policy: Success, Failure or Work in Progress?
Critical Discourse Analysis: a Tool to Analyze Business Communication
Exploring Theatre: A Study of Popular Styles of English Theatre
This Is England: Socio-cultural Responses and Influences in Contemporary British Society
British press: From Scoop to Scandal
The Green Collar Economy: Being Green What Does That Mean?
Intercultural Relations in Business
Visions of America: From Woodstock to Wall Street (1960s - 2010)
Sociology: The Study of Human Social Behavior
Globalization: "Competing With Everyone from Everywhere for Everything"

SPECIALIZED ENGLISH / OPTION

Auditing: Financial Statements and Ratios, Corporate Governance and Audit Standards, Tax accounting, Ethical Expectations in Auditing,	Auditing: To build students' understanding of auditing processes and procedures, auditing practices and roles and responsibilities of the auditor in English.
Finance: The organization of the financial industry: Retail Banking, Central Banking, Loans and Credit, Stocks and Shares, Mergers and Acquisitions	Finance: Development of student's understanding of the financial world through different case studies and presentations
Business Development and Entrepreneurship: What does it take to be a successful entrepreneur? By taking a look at current success stories in France and around the world, the strategies used and the characteristics that helped contribute to achieving their goal.	Business Development and Entrepreneurship: Body Language is an important tool for an entrepreneur. Often misunderstood as these signals change from culture to culture, Body Language can be very beneficial when working with foreign markets to avoid confusion and misunderstanding from job interviews to Negotiation and Sales.
Human Resources Management: Recruitment: Selection, screening, job interviewing HR development: staff problems, appraisal interviews, employee relations	Human Resources Management: the recruitment process, employee relations, HR development, ethics in the workplace, industrial relations and leadership styles.
Marketing Sales Communication: Cause Marketing: Communication strategies for NGOs and association planning for ESDES Assoc - Negotiation, sponsorship request, Product innovation for social projects,	Marketing Sales Communication: Presentation of a professional project (ex: product launch, product promotion, communication campaign, event organization...) through different steps: Project Building, Communication Strategies, Sales Pitch. Neontiation

COMPETENCIES

PROFICENNY

INTERACTION

AUTONOMY

Brian Maisano

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*3rd year (2011-12) class average test scores since 1st year
**Common European Framework of Reference

INTERNAL TOEFL PBT RESULTS EVOLUTION OF CURRENT 3rd YEAR STUDENTS

SEPTEMBER 2008 - SEPTEMBER 2011

CERF*	STUDENT'S TOEFL PBT SCORE	CONVERTED TOEFL IBT SCORE	1year			2 year		3 year
			TEST 1	TEST 2	TEST 3	TEST 4	TEST 5	TEST 6
C1	610 - 677	110 - 120	2	8	14	11	13	24
	607 - 630		4	8	7	5	10	32
B2+	570 - 607	87 - 109	20	32	42	37	41	69
B2	533 - 567		44	52	66	70	65	57
	483 - 530		99	100	80	77	71	28
B1+	447 - 480	57 - 106	69	41	26	20	12	6
B1	407 - 443		32	10	6	4		
	343 - 400		3	4	1			
Total number of students			273	255	242	224	212	216
Class average			500	523	538	539	549	574

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