langl2232

2020

UCLouvain

Advanced Business English

Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

3 credits	15.0 h	Q1

Teacher(s)	Avery Catherine ;Gibbs Nicholas ;Opello Katherine (coordinator) ;Ratcliffe Karen ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	This course has three main themes: 1. Networking, 2. Writing 3. and Giving Presentations. Each theme is presented and practised in business contexts.
Aims	Upon completing this course, students should be able to improve their ability to network in a business context. Specifically, they should be able to: • Network effectively both in person and on-line • Create a professional and convincing Linked-In profile • Follow up and keep in touch with recent contacts via Linked-In Students should also be able to write either a business report on a business-related topic or a pitch proposal for a product. Specifically, they should be able to: • Organise their report/proprosal effectively • Present content in a relevant and convincing manner Finally, upon completing this course, students should be able to give a presentation on that same business topic or product pitch. Specifically; students should be able to: • Structure a pitch/presentation appropriately • Use appropriate rhetorical techniques to persuade an audience • Use their voice effectively to persuade an audience - - - - *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Evaluation methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** Final grades are based on how well students complete the following assignments: • Attend a networking event and design a Linked-In profile = 30 % • Write a briefing report or a pitch proposal = 30 % • Give either a presentation (based on the report) or a pitch (based on the proposal) = 30 % • Attend and participate in all classes = 10 %
Teaching methods	**Due to the COVID-19 crisis, the information in this section is particularly likely to change.** This is an interactive course and each class is limited to 20 students. Students actively participate in class through role plays, pairwork, small group exercises and peer feedback sessions.
Content	In this class, each skill area is given two class periods. In the first class, elements of 'best practice' are reviewed in the skill area. In the second class, these skills are developed and practised in a variety of practical exercises. This combination of theory and practice will allow students to navigate the international business world more effectively.
Inline resources	http://moodleucl.uclouvain.be/course/view.php?id=11403

Bibliography	• In Company 3.0 Upper Intermediate (B2), by Mark Powell and John Allison 2014 • Business Networking by Heather Townsend, Prentice Hall 2011 • Brilliant Networking Steven D'Souza Prentice Hall 2008 • Linked-In or Linked-Out – 107 Ways To Grow Your Business Using Linked-In, Sam Rathling and Derek Reilly, Amazon 2013 • Writing, Nick Brieger, Harper Collins 2011 • Writing for Impact, Tim Banks, 2012 Cambridge University Press • Business Grammar Builder, Paul Emmerson Macmillan 2010 • How to Write Effective Business English, Fiona Talbot, Cogan Page 2016 • Email English, Paul Emmerson, Macmillan 2010 • Presenting in English, Mark Powell, Heinle 2002
Faculty or entity in charge	ILV

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GEST2M	5		🔍
Master [120] : Business Engineering	INGE2M	5		🔍