

Faculté des sciences économiques et de gestion.
POLITIQUES ET NEGOTIATIONS COMMERCIALES INTERNATIONALES
(PNCI)

Syllabus for Business English

GENERAL COURSE INFORMATION

Elective course for Master's degree 2 PNCI

Credit hours: 30 hours Lecture hours: 3 hours

Textbooks: *New Insights Into Business*

First Insights into Business

Business and Commerce

English for Accounting

English for Business Studies

Course Objectives

The course is designed to enlarge your knowledge of business in general and develop the essential reading and writing skills needed in the context of negotiating/investing/finance. It aims to help the students build competence, and confidence when dealing with the following:

- reading a passage on negotiating/investing/finance
- writing a memo/business letter/Email/ Letter of application

To be successful, they should

- increase specific vocabulary
- master basic grammatical structures

Course Outline

Fundamentals

Negotiating / investing / finance

Vocabulary

Specific vocabulary needed for the task.

Reading

You will read adapted articles on a variety of topics from newspapers, textbooks, and the Internet.

Listening

A few passages in which you have direct contact with professionals

Video

Possibly one or two video sessions to help you familiarize with real business situation

Project Work

You will be required to write a report on a relevant topic in group

Speaking

You will make presentations on topics related to the fundamentals

Course contents

A- Reading activities

Unit 1: The stock Market (N.I.B.)

- Analysing share price listing
- Writing a summary of a newspaper article

Unit 2: International Trade (E.B.S.)

- The growth of international trade
- Protectionism & free trade

Unit 3: Investment (E. A.)

- Negotiating a bank loan
- Writing a report
- Cross-border investments
- Intercultural issue

Unit 4: Stocks & Shares (E.B.S.)

- Issuing stocks & shares
- Stock markets

Unit 5: Company performance (N.I.B.)

- Anatomy of an annual report
- Preparing a presentation
- Giving a presentation

Unit 6: Finance (F.I.B.)

- Extracts from the financial press
- Analysing a pie chart on personal expenses
- Advice about meeting
- Writing the minutes of a meeting

Unit 7: Takeovers, Mergers, Buyouts (E.B.S.)

- Mergers & Acquisitions
- Buyouts

Unit 8: Exchange Rates (E.B.S.)

- From fixed to floating exchange rates
- Floating exchange rates vs. a common currency

B- Writing activities

Students are required to write essays on economic and financial topics

C- Presentations

- Financial and economic topics are proposed to students who are

required to make presentations

- Students are proposed articles about which they make a report and summary.
- Students choose topics from the articles and make a presentation
- Students choose a grammar rule from the text and explain it to the class

D- Video

- 02 or 03 movies on socio- economic issues are shown

Course requirements

To receive a grade for this course, you need to meet the following requirements:

- ❖ **Group / Project Work**
- ❖ **Presentations**
- ❖ Report writing
- ❖ Essay writing