



COURSE CATALOGUE
BACHELOR 2 – Autumn Semester
2026-2027

BSB
BURGUNDY SCHOOL OF BUSINESS

**We believe
in youTH**

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BACHELOR PRESENTATION

BURGUNDY SCHOOL OF BUSINESS



Our **Bachelor in Management** is a 3- year programme designed to provide you with the essential skills needed in management, marketing and business while also developing your **soft skills** : agility, open-mindedness, creativity, entrepreneurial spirit and collective thinking.

Choosing BSB is choosing an International immersion, strong connections with the corporate world, Do and Learn-oriented pedagogy. Our teaching model and dedicated team allow us to provide each student with individual support.

With the BSB Bachelor in Management program, you will develop the essential competencies for management jobs and the soft skills that are essential in a company: agility, open-mindedness, creativity, entrepreneurial spirit, sense of teamwork...

International immersion, strong connection to the business world, pedagogy based on Active Learning... by choosing the BSB Bachelor program you are guaranteed to accelerate your employability and maximize your chances of success in the entrance exams to the Master Grande Ecole.

A RECOGNISED DIPLOMA IN FRANCE AND ABROAD



The BSB Bachelor in Management is recognized as a Bac +3 by the French Ministry of Higher Education, Research and Space, and confers the Grade de Licence. It gives access to further studies in Master Grande Ecole (Bac +5).

After our AACSB reaccreditation in 2019, and our EQUIS reaccreditation in 2022, BSB is now also AMBA accredited.









BSB COURSE DESCRIPTION

Here you will find a description of BSB courses including the following information:

- Contact Hours
- Total Workload
- ECTS Credits
- Semester
- Module Leader
- Prerequisites
- Description
- Course Content / Course Outline
- Learning Objectives
- Assessment Methods
- Additional Information

Please note that, at the beginning of the semester, some elements—such as assessment methods—may be subject to updates or adjustments in order to ensure full compliance with our accreditation processes and institutional requirements.

Semester 3

Semestre 3	Language	Crédits ECTS
International issues		3
Management Control		4
Communication Strategies in the Digital ERA		4
Artificial Intelligence in Business		4
Products and services		4
English tutoring		4
Public speaking and eloquence		4
Law 2		4
Business English S3		1
LV2 S3 /Business English Boost		1
Total S3		29

INTERNATIONAL ISSUES

Time volume (in hour): 27

Total student workload: 27

ECTS: 4

Semester: Autumn

Module's Manager: DITTER Jean-Guillaume

Pre-requisites: None

Description: This class provides students with an overview of international business environments, emphasising economic and political aspects of international relations.

1_Introduction to geopolitics

2_A return of empires? (1): China

3_A return of empires? (2): China

4_Geopolitics of information

5_A return of empires? (3): Russia

6_Topic chosen by the teacher

7_Topic chosen by the teacher

8_Topic chosen by the teacher

9_Topic chosen by the teacher

Learning objectives: Understanding the international environment of business through a geopolitical lens:

* Understanding how to construct a geopolitical analysis by identifying the actors, territories, representations, issues and power relations. This includes the critical interpretation of maps, documents and strategic discourse.

* Explaining major current issues (conflicts, power rivalries, territorial tensions, energy issues, migration, etc.) by applying relevant geopolitical frameworks.

Methodology:

Teaching tools: E-learning. Manual. Cases. Course support

Pedagogical methods: Case studies. Oral presentations. Debates

Assessments:

Individual continuous assessment - Cours - Grand amphithéâtre 20%

Group continuous assessment - Cours - Grand amphithéâtre 40%

Individual final exam - Cours - Grand amphithéâtre 40%

Remedial classes - Cours - Grand amphithéâtre 100%

[More information](#)

LAW 2

Time volume (in hour): 27

Total student workload: 27

ECTS: 4

Semester: Autumn

Module's Manager: JUNO-DELGADO Edwin

Pre-requisites: excellent english written and oral

Description: This course complements the previous Introduction to Law course. It provides an overview of the major legal issues, concepts and principles which form the background to the employment, tax and marketing law. These three topics will be studied within a holistic approach. In each topic we'll discuss the practical applications of rules making numerous cross-references and demonstrating the inter-relationship between the various subject areas. The program is therefore suitable for students intending to seek careers in many other areas, such as banking, management, marketing and finance.

THEME 1: WORK LAW THEME

2: TAXATION LAW THEME

3: MARKETING AND ADVERTISING LAW

Learning objectives: Business law 2 course aims to familiarize the students with legal concepts and terminology in topics which will be useful in their forthcoming professional career in business. The mains objectives are:

- a) To explain how the relationship of employer and employee is establishes and the incidents of the contract of employment.
- b) To understand the legal aspects of taxation, includes all contributions imposed by the government upon individuals for the service of the state.
- c) To understand what kind of legal issues can be thrown up during built an advertising campaign up.

Methodology: Imput by the teacher, exercises, case studies. Written exam. Aim: to be able to use judicial knowledge as a tool in order to take decissions in front of managerial issues.

Teaching tools: E-learning. Cases. Course support

Pedagogical methods: Case studies. Oral presentations. Debates

Assessments:

Group continuous assessment - Cours - Grand amphithéâtre 30%

Individual final exam - Cours - Grand amphithéâtre 40%

Individual continuous assessment - Cours - Grand amphithéâtre 30%

Remedial classes - Cours - Grand amphithéâtre 100%

[More information](#)

MANAGEMENT CONTROL

Time volume (in hour): 27

Total student workload: 100

ECTS: 4

Semester: Autumn

Module's Manager: POCHON Eric

Pre-requisites: None

Description: Discovery of management control. Several themes are discussed and accompanied by exercises:

- The presentation of management control in general, of the actors (who are the management controllers?) And of the users (a major part of the company's stakeholders).
- Theme 1: Costs (direct, indirect, fixed, variable, etc.),
- Theme 2: The notion of margin,
- Theme 3: The notion of budget.

Course of 8 face-to-face sessions (24 hours) and one shared session (asynchronous / synchronous) which will be carried out remotely.

Session 1: Discovery of management control and actors + theme 1 on costs + exercises

Session 2: Theme 1 on costs + exercises

Session 3: Theme 2 on the margin + exercises

Session 4: Theme 2 on the margin + exercises + Prepare to the midterm exam

Session 5: Theme 2 on the margin + exercises

Session 6: Theme 3 on the budget + exercises

Session 7: Theme 3 on the budget + exercises

Session 8: Revision session for the final partial and finalization : The less advanced students can redo exercises and the more advanced students can do additional exercises (of a higher level of difficulty, in order to improve) Session 9: Shared session (Link between artificial intelligence and Management Control)

Learning objectives: Understand the added value of management control in business (in carrying out projects, budgets, etc.) Have basic knowledge, but necessary, in cost calculation (various nature of costs, calculation of margin, break-even point, etc.)

Methodology: 3 hours face-to-face course: - Questions about the previous lesson, - Course (in slide form, article) - Exercises: to be done individually + correction

Teaching tools: Manual. Cases. Course support

Pedagogical methods: Case studies. Researches

Assessments:

Individual midterm assessment - Cours - Grand amphithéâtre 30%

Individual final exam - Cours - Grand amphithéâtre 70%
Remedial classes - Cours - Grand amphithéâtre 100%

[More information](#)

PRODUCTS AND SERVICES

Time volume (in hour): 27

Total student workload: 27

ECTS: 4

Semester: Autumn

Module's Manager: BARDEY Aurore

Pre-requisites: Knowledge of Marketing theory and framework

Description: This course aims to provide the theoretical elements and decision-making tools regarding products and services. The learning outcomes are:

- (1) Discovering the theories and tools related to product and service analysis,
- (2) Understanding the fundamental concepts behind the notions of products and services
- (3) Understanding product and service range and depth design and selection.
- (4) Being able to select and use the relevant analysis tools.

Methodology:

Teaching tools: E-learning. Cases. Course support. Work. Manual

Pedagogical methods: Seminars. Case studies. Researches. Discussion groups. Projects. Oral presentations. Debates. Teach

Assessments:

Individual continuous assessment - Cours - Grand amphithéâtre 30%

Individual continuous assessment - Cours - Grand amphithéâtre 35%

Individual continuous assessment - Cours - Grand amphithéâtre 35%

Remedial classes - Cours - Grand amphithéâtre 100%

[More information](#)

PUBLIC SPEAKING AND ELOQUENCE

Time volume: 24 hours

ECTS : 4

Module's Manager : Eleonora MONTAGNER

Description :

Eloquence is the art of speaking well and persuading through speech. Being eloquent means mastering rhetoric and its subtleties. Rhetoric serves as the tool of eloquence—a discipline that prepares individuals for the practice of this art by teaching them how to craft speeches tailored to their objectives.

The eloquence module will focus on two main areas:

1. Acquiring the foundational elements of rhetoric.
2. Applying this knowledge in practice through exercises in eloquence.

The course is organized into 6 theoretical and practical sessions, covering:

1. Introduction to the foundational elements of rhetoric through its historical development; types of speeches; the tools of persuasion: ethos, pathos, logos; arguments ad rem/ad hominem.
2. The speech: defining objectives; organizing speech content; style; understanding the audience.
3. Speech delivery: mastering speech structure; recognizing different types of arguments; interaction modalities (face-to-face, presentations, meetings, debates, conferences, motivational speeches, etc.); managing time and audience attention; anticipating objections; answering challenging questions.
4. Non-verbal aspects of oral communication: vocal techniques; facial expressions and body language; stress management; the use of silence.

Session Structure

Part 1: Building the Speech (Preparation before Speaking) (session 1, 2, 3, test 4)

Introduction to the foundational elements of rhetoric.

Structuring and defining objectives of the speech.

Practical exercises: analyzing famous speeches

Part 2: Delivering the Speech (Sessions 4, 5,6, oral presentation 7)

Practical application:

- Identifying different interaction formats.
- Managing objections and negotiation.
- Responding to difficult questions.

Non-verbal aspects:

- Vocal techniques.
- Facial expressions and body language.

- Managing stress and using silence effectively.

Learning Objectives :

The primary goal of this course is to enhance the quality and effectiveness of students' oral communication by studying, analyzing, and practicing the elements that contribute to successful communication.

Specifically, the course aims to develop:

- Knowledge and understanding of key elements of rhetoric, communication techniques, and the principles of eloquence and public speaking.
- The ability to apply these skills to expand their communicative impact effectively in professional settings, particularly in public speaking scenarios.

Methodology :

Lectures delivered by the instructor.

Practical exercises

Group work and peer reviews among students.

Assessment :

- Individual Written Test: 40% of the total grade – mid term
- Individual Written Quiz: 10% of the total grade
- Final oral individual presentation: 50% of the total grade.

[More information](#)

ENGLISH COMMUNICATION SKILLS

Time volume (in hour): 21

Total student workload: 60

ECTS: 2

Semester: Autumn

Module's Manager: TALPAIN Iryna

Pre-requisites: none

Description: A back-to-school seminar over 4 days before classes. This intensive course is for the students:

* who have a rather low English level (the level could vary from pre-intermediate to Intermediate +).

* who are resistant to speaking English in class (don't like to be corrected; don't want to make a mistake in front of the whole class; can't say what they want to say in English, etc)

• An interactive environment with instant feedback and tips to scaffold students' learning • Basic Business English + General English (everyday situations) • NO handouts but mini-supports and mini-tasks via Microsoft Forms • Limited (= « hidden ») grammar.

• Speaking activities are prominent! • Each teacher will see where students need improvement and personalise his teaching material accordingly

Learning objectives: Students will :

- Use English skills in a creative atmosphere
- Gain confidence by speaking English with more people
- Improve their everyday speaking skills
- Improve their general vocabulary, grammar and listening skills

Methodology: Flexible teaching approach Focus on progression

Teaching tools:

Pedagogical methods:

Assessments:

Individual continuous assessment - Cours - Grand amphithéâtre 60%

Individual final exam - Cours - Grand amphithéâtre 40%

Remedial classes - Cours - Grand amphithéâtre 100%

COMMUNICATION STRATEGIES IN THE DIGITAL ERA

This course is currently being developed. Further details will be provided at the start of the 2026 academic year.

ARTIFICIAL INTELLIGENCE IN BUSINESS

Description :

This is an introductory course to the field of Artificial Intelligence (AI) and its application in business. It adopts both a technological and managerial perspective to unravel the concept of AI and explain how contemporary organizations adopt AI-based systems and technologies to transform the way they do business.

While the technological perspective explores the technical foundations and the basics for developing AI-driven systems and technologies, the managerial perspective looks at how the adoption and implementation of AI and its associated cutting edge technologies impacts the management operations of various types of firms and organizations.

This course aims at equipping students with the necessary skills for assessing the strategic value for AI adoption and implementation to solve prevailing business problems and improve the functioning of firms.

The overall goal of this course is to conceptualize an AI-driven business strategy for a firm that aims at investing in AI-associated structures and yield the benefits of this powerful technology.

Learning Objectives :

Combining both the technological and managerial perspectives, at the end of the course, students will be able to:

Understand the fundamental notions of AI and its associated technologies.

Assess the different ways AI-driven systems and technologies impact and transform firms and organizations and the way they do business.

Understand the implementation process of various types of AI systems and technologies within firms and organizations.

Identify the strategic value behind AI adoption and implementation within an organization.

Conceptualize a business strategy for AI adoption and implementation within a public or private organization.

Methodology :

This module relies on a variety of pedagogical tools and methods. The teaching is interactive and is based on active learning methods. Students are encouraged to take an active participation in class through taking the initiative and look forward for the acquired knowledge. Various active tools including case studies and active assignments are employed to help students in the active learning process. The lecturer uses presentations, illustrations, and complementary tools in delivering the lectures to facilitate the acquisition of knowledge by students.

Assessments :

Collective assessment - The capacity to conceptualize a business strategy for AI adoption and implementation within a public or private organization. - 40% final grade

Individual written assessment - Understand the fundamental notions of AI and identify the strategic value for its implementation within organizations - 60% final grade

BUSINESS ENGLISH BOOST

Time volume (in hour): 13.5

Total student workload: 40

ECTS: 1

Semester: Autumn

Module's Manager: TALPAIN Iryna

Pre-requisites: Additional English classes for BACH 2 students (replaces LV2 classes if chosen).

Description: A "Business English Boost S3" module is designed to provide students with effective strategies to enhance their English language skills & create a well-rounded improvement in learners' language skills, from vocabulary and grammar to effective Business communication and professional awareness. Will be followed by a "Business English Boost S4" module (different content) The main theme - Employability skills in English

This module's theme - Employability Skills in English Real-world Communication Skills: Provide opportunities for students to engage in real-life conversations, discussions, and debates to apply their language skills practically.

Enhanced Reading/Listening Comprehension: Strengthen students' ability to understand and interpret different types of written articles (authentic material from Global Exam) + Improve students' ability to understand spoken English, including different accents and varying speeds of speech.

Pronunciation and Intonation: Focus on improving students' pronunciation accuracy and teaching them how intonation impacts meaning and communication.

Self-Expression & Increased Fluency: Foster the ability to express thoughts, feelings, and ideas in English accurately and confidently. Develop speaking fluency, allowing students to express themselves more naturally and confidently Confidence Building: Boost students' confidence in using English for various purposes, mainly professional.

Improved Vocabulary & Grammar: Expand students' vocabulary by introducing them to new words, idiomatic expressions, and phrases commonly used in various contexts. Help learners understand and apply English grammar rules correctly in spoken communication (a "hidden" grammar learning approach).

Learning objectives:

- To be equipped with the skills expected of them by employers in English
- To enhance real-world Business Communication skills
- To enhance Reading/Listening Comprehension skills
- To improve Grammar and Business Vocabulary (B2+)
- To improve Pronunciation and Intonation To increase Fluency.

Methodology: The best teaching approach depends on the individual's learning style, goals, and preferences. Moreover, a positive learning attitude, consistency, and regular

practice and feedback are key factors in successfully boosting one's English language level. Here are some efficient teaching approaches we are using in this module:

1. Communicative Language Teaching (communication as the primary goal of English learning)
2. Language Immersion
3. Blended Learning (Global Exam, Microsoft Teams Forms, etc), & Language Apps and Online Resources
4. Authentic Materials 5. Focused Practice (Listening & Reading)

Teaching tools: E-learning. Others. Course support

Pedagogical methods: Discussion groups. Oral presentations. Debates. Internet. Games

Assessments:

Individual continuous assessment - Cours - Grand amphithéâtre 60%

Individual continuous assessment - Cours - Grand amphithéâtre 40%

Remedial classes - Cours - Grand amphithéâtre 100%

[More information](#)

BUSINESS ENGLISH

Time volume (in hour): 13.5

Total student workload: 60

ECTS: 1

Semester: Autumn

Module's Manager: TALPAIN Iryna

Pre-requisites: N/A

Description: CONSOLIDATION OF SKILLS: The S3 course is designed to help students develop & consolidate communication and different Business language skills. Meetings, multicultural Working environment, student well-being, internships & students' feedback (informal speaking).

Each class, a mix of activities:

- Building business vocabulary
- Reading business-related materials
- Learning, drilling and applying grammar (based on needs)
- Practicing speaking in conversations with peers
- Improving oral comprehension skills (listening exercises)
- Writing tasks Homework:
- Assignments from teachers
- Global exam self-study (free choice)

Learning objectives: Students will be able:

- to improve informal speaking
- to follow oral information given and formulate questions of interest to further the exchange (participation)
- to communicate efficiently and professionally
- to build up business vocabulary and oral comprehension skills -to improve grammar

Methodology: Blended learning: face-to-face classes with Microsoft Teams assignments via Forms, Kahoot vocabulary quizzes, recorded speaking, etc + online self-study (an online language platform, Global Exam + tailor-made coaching via Microsoft Teams based on students' needs & online tracking).

Teaching tools: CD - Support Audio. DVD - Video support. Course support. E-learning.

Pedagogical methods: Case studies. Discussion groups. Oral presentations. Simulations. Internet. Games. Free discussion around a theme.

Assessments:

Individual continuous assessment - Cours - Grand amphithéâtre 30%

Individual continuous assessment - Cours - Grand amphithéâtre 40%

Individual continuous assessment - Cours - Grand amphithéâtre 30%
Remedial classes - Cours - Grand amphithéâtre 100%

[More information](#)

DEUTSCH S3

Time volume (in hour): 13.5

Total student workload: 60

ECTS: 1

Semester: Autumn

Module's Manager: POUX-MOINE Sandra

Pre-requisites: Kenntnisse der deutschen Sprache, der deutschen Grammatik und Kenntnisse des allgemeinen Vokabulars und Kenntnisse der vorherigen Semester.

Description: Handel und Verhandeln

Kontaktaufnahme mit Kunden Auftragsabwicklung: Angebot und Bestellung
Allgemeine Geschäftsbedingungen mündliches Verhandeln

Learning objectives: LG3 GK/GS-7.2 Put into practice international knowhow and skills
Der Lernfortschritt hängt vom Niveau der Gruppe ab.

Methodology: Dieses Modul umfasst 11 Kurse von je 2 Std. Jeder Kurs umfasst :
Einführung des Vokabulars mit Hilfe von Hörtexten, Videos, Texten. Weiterführende
Diskussionen, Rollenspiele, Präsentationen Bei Bedarf : Wiederholung der
grammatischen Strukturen

Teaching tools: CD - Support Audio. E-learning. DVD - Video support. Course support

Pedagogical methods:

Assessments:

Individual continuous assessment - Cours - Grand amphithéâtre 35%

Individual continuous assessment - Cours - Grand amphithéâtre 35%

Individual final exam - Cours - Grand amphithéâtre 30%

Remedial classes - Cours - Grand amphithéâtre 100%

[More information](#)

ESPAÑOL S3

Time volume (in hour): 13.5

Total student workload: 60

ECTS: 1

Semester: Autumn

Module's Manager: POUX-MOINE Sandra

Pre-requisites: -

Description: Este curso ha sido diseñado para que el alumno aprenda rápidamente el vocabulario específico del español referido al mundo de la empresa mientras desarrolla todas las destrezas del idioma español. El propósito principal de este curso es enseñar a los estudiantes de Español como se desarrollan los negocios del mundo hispano y ayudarles a localizar la información y los recursos necesarios para completar sus conocimientos específicos en gestión de empresas. Los estudiantes perfeccionarán destrezas en lengua española para comunicarse efectivamente con clientes y colegas y estudiarán las particularidades del sistema económico y comercial del mundo hispano.

1. Conceptos y definición de "Empresa" en español.
2. El empresario y su espíritu emprendedor.
3. Creación de una empresa.
4. Tipos de empresa y organigrama.
5. Objetivos de una empresa y análisis DAFO.
6. El plan de empresa o plan estratégico, conocer las principales etapas y partes del plan estratégico en español. Revisión de la formación y utilización del futuro y condicional.
7. El mercado Latinoamericano.
8. Las nuevas tecnologías.
9. La responsabilidad empresarial.
10. El financiamiento de la empresa. Las cuentas anuales.

Learning objectives: Put into practice international knowhow and skills

Methodology: Método de español por "tema" que comprende una serie de herramientas diversas y de mecanismos audio-orales, audio-vidéos y a partir de textos de carácter comercial, económico, de administración, etc., referido al Mundo de la Empresa.

Teaching tools: CD - Support Audio. E-learning. Manual. Cases. Periodical. Data base. Course support

Pedagogical methods: Case studies. Discussion groups. Oral presentations. Debates. Internet. Free discussion around a theme

Assessments:

Individual continuous assessment - Cours - Grand amphithéâtre 35%
Individual continuous assessment - Cours - Grand amphithéâtre 30%
Individual continuous assessment - Cours - Grand amphithéâtre 35%
Remedial classes - Cours - Grand amphithéâtre 100%

[More information](#)

FRANÇAIS S3

Time volume (in hour): 13.5

Total student workload: 60

ECTS: 1

Semester: Autumn

Module's Manager: TALPAIN Iryna

Pre-requisites: Test de niveau avant Sept avec Global Exam qui permettra de définir le niveau

Description: Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel.

Level 1 (= niveau débutant+) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Maîtriser de structures syntaxiques et de formes grammaticales courantes et développer un répertoire de vocabulaire correspondant à des besoins concrets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement quotidien. (+ Global Exam DELF A1-A2)

Level 2 (= intermédiaire) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Renforcer et d'enrichir les compétences linguistiques et socio culturelles. Enseigner du français langue étrangère à visée professionnelle. A apprendre à l'étudiant de parler de ses études, de son travail, de ses projets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement professionnel. (+ Global Exam DELF B1-B2)

Level 3 (= natifs/bilangues et C1-C2) : Un perfectionnement de la langue française, customisé. La pédagogie est autour de parcours customisés, projets individuels (choix libre), possibilité étudier LV3 avec plateforme en autonomie.

Learning objectives:

Level 1 (= niveau débutant+) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Maîtriser de structures syntaxiques et de formes grammaticales courantes et développer un répertoire de vocabulaire correspondant à des besoins concrets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement quotidien.

Level 2 (= intermédiaire) : Entraîner aux 4 compétences et dispenser un enseignement linguistique et culturel. Renforcer et d'enrichir les compétences linguistiques et socio culturelles. Enseigner du français langue étrangère à visée professionnelle. A apprendre à l'étudiant de parler de ses études, de son travail, de ses projets ; d'agir et d'interagir sur des sujets personnel et public dans un environnement professionnel.

Level 3 (= natifs/bilangues et C1-C2) : Un perfectionnement de la langue française.

Methodology: Apprentissage "blended": face-à-face + auto-apprentissage avec la plateforme en ligne Global Exam + sessions de coaching personnalisées pour répondre aux difficultés et besoins individuels

Teaching tools: CD - Support Audio. E-learning. DVD - Video support. Course support

Pedagogical methods: Oral presentations. Debates. Internet. Games. Free discussion around a theme. Simulations. Teach

Assessments:

Individual continuous assessment - Cours - Grand amphithéâtre 35%

Individual continuous assessment - Cours - Grand amphithéâtre 35%

Individual continuous assessment - Cours - Grand amphithéâtre 30%

[More information](#)

ITALIANO S3

Time volume (in hour): 60

Total student workload: 60

ECTS: 1

Semester: Autumn

Module's Manager: POUX-MOINE Sandra

Pre-requisites: Buona conoscenza della lingua italiana: la grammatica italiana e la conoscenza del vocabolario generale e professionale

Description: Corso indirizzato ad allievi iscritti al primo semestre del secondo anno Bachelor che possiedono un livello d'italiano intermedio/avanzato. Il corso si rivolge a studenti che intendano consolidare le basi del linguaggio degli affari e del commercio e le conoscenze culturali necessarie per un'interazione efficace nel contesto lavorativo delle aziende italiane (si affrontano anche temi attuali riguardo il rapporto impresa-mercato come: la nascita in Italia di nuovi imprenditori stranieri, il mercato alimentato da una nuova domanda, quella degli immigrati, ecc.).

Il corso si basa sullo studio dell'azienda, il nucleo fondamentale delle economie di sempre. La struttura del corso è stata creata appositamente per fornire una panoramica esauriente delle principali aree funzionali dell'interazione commerciale.

Learning objectives: LG3 GK/GS-07.1 Understand and communicate in foreign languages Fornire gli strumenti fondamentali della lingua e del vocabolario che permettono una buona comunicazione. Preparazione test di livello CECRL.

Methodology: Metodo di italiano che comprende una serie di strumenti e di supporti audio, video, testi commerciali, economici, riferiti alla al mondo dell'impresa e del mercato italiani.

Teaching tools: CD - Support Audio. E-learning. Cases. Periodical. Data base. Fascicule. Course support

Pedagogical methods: Discussion groups. Oral presentations. Debates. Internet. Free discussion around a theme

Assessments:

Individual continuous assessment - Cours - Grand amphithéâtre 35%

Individual continuous assessment - Cours - Grand amphithéâtre 35%

Individual continuous assessment - Cours - Grand amphithéâtre 30%

Remedial classes - Cours - Grand amphithéâtre 100%

[More information](#)