

## ADVANCED BUSINESS ENGLISH

**Diploma:** Bachelor in Management 1st year

**Description:** The objective of the course is to prepare students to their semester abroad in L2 from a personal and academic point of view:

- “Travel kit”: vocabulary and idiomatic expressions essential for comfortable travel in an English-speaking context (travel arrangements, reservation of transportation...)
- English for marketing (brand image, brand ambassadors, self-branding...)
- Working across culture (cultural differences, business culture, cultural shock...)
- English for Finance/consumerism or Employment/trade.

Hours: 24

ECTS: 3

Level: beginner