

Business Communication

Introducing

None

Description

Students will create a fictitious start-up in a market of their choice, conducting market analysis and identifying competitors. They will produce a GoFUND Me video and practice holding meetings and solving business challenges in English. The final presentation will be a “Shark Tank”-style competition, where students pitch their business idea to a panel of investors.

Évaluation

L'évaluation des acquis d'apprentissage est réalisée en continu tout le long du semestre. En fonction des enseignements, elle peut prendre différentes formes : examen écrit, oral, compte-rendu, rapport écrit, évaluation par les pairs...

Practical info

Location(s)

 Toulouse

Objectives

This course aims to equip students with essential business communication skills. Students will learn to understand a simple business plan and market research, conduct meetings, and use key business vocabulary. They will develop skills to describe graphs and create high-impact presentations. Students will also practice pitching to investors, introducing a company, and discussing social and environmental responsibility in the workplace.

Necessary prerequisites