

Business Communication

Introducing

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.

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

None

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