

X3013SCM Global Corporate Communication

3 ECTS

Objectives – Course description

The student must have reached level B1 in listening comprehension and written expression and B2 in the other three competences of the CEFR. Course objectives: To develop the five language skills with an emphasis on oral competence as well as understanding of the cultural (language-specific) and socio-professional (supply chain management and logistics-specific) context, in accordance with CEFR level B2.

Learning content

Vocabulary: Vocabulary and expressions relating to the following themes: job search, customer relationship management, business communication (oral presentations on a logistics or supply chain theme, conflict management, assertiveness, project management), negotiation techniques (including active listening), presentation skills, interculturality, taking into account personality profiles.

Introduction to the language of diplomacy and negotiation (fashion auxiliaries, restrictive phrases, etc.). Language functions: writing a corporate CV, taking part in a recruitment interview (STAR method), giving an oral presentation on a logistics or supply chain theme (in a group), taking part in a negotiation (in a multicultural context), customer service, answering a customer on the telephone, problem solving (on the telephone) using customer service techniques.

Learning outcome

B2 Reading Comprehension: Students will be able to interpret and reformulate information from texts on contemporary issues in which the authors adopt a particular attitude or point of view, to give their own point of view and to apply the concepts they have learned. B2 Interactional Speaking: The student will be able to take part and interact with a degree of fluency and spontaneity that makes normal interaction with a native speaker possible, especially in a negotiation session. B2 Continuous Speaking: The student will be able to articulate opinions in a clear and detailed manner on professional, logistics/supply chain and general business topics. The student will be able to research independently on a subject related to logistics and/or supply chain and present the results of his/her research in English in a structured and professional manner while demonstrating critical thinking skills. The student will demonstrate the ability to contribute to the learning of his/her peers through research and presentation and participation in debate, with a view to co-constructing and enriching the course content.

Methodology

Oral production work in groups and individuals, including role plays, individual and group presentations and debates. Vocabulary: quizzes based on thematic lists. Some themes of the course are covered in e-learning (asynchronous distance learning) and applied in class (role-playing).

Learning material

Summaries, lecture notes, copy of teacher's slides, online course, all on Moodle.

Evaluation

40% First term continuous assessment Set of assignments or work

60% End of first term assessment Written and/or oral test

Evaluation methods of the second session

100% Second session assessment Written and/or oral test

Comments on the assessments

In the first session: continuous assessment in class and/or by distance learning: participation in class, daily work, preparations, (group) presentations, role plays, tests on Moodle, documents to be produced and various preparations. If the student has too many absences* from the tests, even if justified, the student will not have access to the oral exam. *The student must complete at least 2/3 of the tests on Moodle and 2/3 of the in-class tests in order to have access to the oral exam; he/she must also obtain at least 50% in the tests on Moodle, otherwise he/she will not have access to the oral exam.

January: group presentation to the jury (10%) and oral exam (50%; access to the oral exam conditional on daily work, see above). Written preparation for the oral exam (without preparation, no access to the oral exam).

Students who are ATCA bidders and/or in time conflict and/or who do not have access to the option will be evaluated in a specific way (MES) by written tests at the end of the semester and an oral and/or written exam in January. For all students, a written preparation will be required (a set of assignments and papers). Students who have not posted the preparatory work will not have access to the exam.

MES students are requested to report to their teacher by 1 October at the latest. It is their responsibility to do so.

In the second session: written and oral exams, based on written preparations. If the student does not complete the preparatory work, he/she cannot take the exam.