

## Foreign Languages

### Public Speaking in English (3GEA)

#### IDENTIFICATION

CODE : HU-L-ANG-3GEA-S5  
ECTS : 2.0

#### HOURS

Lectures : 0.0 h  
Seminars : 24.0 h  
Laboratory : 0.0 h  
Project : 0.0 h  
Teacher-student  
contact : 24.0 h  
Personal work : 0.0 h  
Total : 24.0 h

#### ASSESSMENT METHOD

Evaluation consists in continuous assessment of the student's preparation and oral work in class, as well as written work and/or oral presentation.

#### TEACHING AIDS

1 Communication Booklet

#### TEACHING LANGUAGE

English

#### CONTACT

MME BROSSARD Pascale  
pascale.brossard@insa-lyon.fr  
M. MYOT Francois  
francois.myot@insa-lyon.fr  
MME SANDIER Celine  
celine.sandier@insa-lyon.fr

#### AIMS

This EC belongs to the UE: HUMANITIES

It contributes to the development of the following transversal skills:

CT3: INTERACT WITH OTHER PERSONS & WORK ON A TEAM

--3.2 Put original discourse into context using explicit references.

--3.3 Master non-verbal communication: posture and gesture.

CT4: DEVELOP CREATIVITY

--4.2 Mobilise acquired skills to produce original work.

CT7: Work in an international, intercultural context

--7.1 Communicate in a foreign language

The student-engineer will develop and be evaluated on the following learning outcomes:

THE STUDENT CAN

--use effective verbal and non-verbal public speaking techniques

--write an executive summary in English

#### CONTENT

Instructors use CEFR methodology to design lessons toward the completion of complex tasks that require the students to engage in the 5 linguistic activities, at a level and with linguistic input that are appropriate for the group. In-class and/or guided independent study of the forms and functions of the language is regular and adapted to the level of the group.

Communication Class 1:

--Basic principles of public speaking for business presentations

--Verbal and non-verbal communication techniques level 1

--Writing executive summaries

Marketing Mix

--marketing basics

--4P's

#### BIBLIOGRAPHY

The Common European Framework of Reference for Languages, Council of Europe