

Course Syllabus: MA in InterCultural Management (ICM)

1 Module content

Course	MA in InterCultural Management (ICM) - 1 st year (with M1-M2 PIECE students)
University, Faculty	University of Burgundy Europe, Languages and Communication Faculty
Module title	Academic and Professional English
Lecturer	Nabil AHMED
Objectives	-Develop your written English skills for job search (networking, CVs, cover letters, job interviews), and for navigating the workplace (emails, meetings, press releases ...) -Develop your written academic English skills (abstract writing, research/paper presentation advice ...) -Practice spontaneous English through interactions -Exchange ideas, opinions, thoughts and feelings in English
Number of hours	15 hours
Semester	1
Number of students	Around 15

2 Evaluation

Prerequisite	none
Evaluation methods	2 written exams during the semester: -In-class essay (Session 3, 60 min): a 350-450-word argumentative essay on an assigned intercultural/workplace topic. -Final exam (Session 6, 60 min): a 3-part paper covering professional writing (email/cover letter), an academic

	abstract, and a short personal reflection. Attendance and participation are also taken into account.
Weighting	100% Breakdown: 40% in-class essay + 40% final exam + 20% attendance/participation.
Examination types	Continuous assessment (CC)

3 Teaching methods

Pedagogy	Lecture with active student participation, and exercises
Teaching activities	Reminders on specific methodology: writing professional emails, press releases, abstracts, updating CVs and cover letters, preparing for job interviews, training for research paper presentations ... Short presentations and pair/group work.

4 Program

Six classes of 2h30 each, weekly from September to December, with the final exam on the last session.

Session breakdown:

-Session 1 – Introductions & Professional Networking: icebreaker, why networking matters, elevator pitch and small-talk language, networking-mixer role-play, cross-cultural debrief.

-Session 2 – CVs & Cover Letters: CV conventions (UK vs. US), peer-review workshop, cover letter structure, drafting exercise.

-**Session 3 – Job Interviews & In-Class Essay:** STAR method, common interview questions, mock interviews, then the 60-minute graded in-class essay (Evaluation 1).

-**Session 4 – Workplace Communication: Emails & Meetings:** professional email structure, email-writing practice, meeting language, mock meeting role-play.

-**Session 5 – Press Releases & Academic Abstracts:** inverted-pyramid press release structure, writing exercise, academic abstract structure, abstract-writing exercise.

-**Session 6 – Research Presentations & Final Exam:** presenting research effectively, 2-minute lightning presentations, then the 60-minute final exam (Evaluation 2).

5 References

Not applicable.