

BUSINESS ENGLISH
INTERNATIONAL CARRIER BOOSTER PREPARATION
L3 IM - 2022/2023 – COURSE BREAKDOWN

#	Content	Course description
1	Presentation	Lecturer presentation,
		Courses presentation and associated agenda,
		Course Stakes,
		Evaluation methods,
2	Effective communications skills,	To consider verbal and non-verbal communication methods
		To understand and practice effective listening skills
		To communicate in clear, respectful and non-judgmental ways
3	Experiences / Skills	« Skill » (Social skills, know-how, knowledge)
		List of experiences (professional, academic, personal, family, etc.)
		Express experiences into skills
4	Values	Corporate Social Responsibility,
		Values in recruitment,
5	International Environment	Apply internationally: challenges and specificities
		Working internationally: issues and specificities
		Speaker: Magdalena Wanat – Sales Director in the aviation industry Miami (Florida)
6	Interviews	Social medias, fine-tuning of your image on the social media, zoom on LinkedIn
		CV Preparation & cover letter, good practices,
		Interview preparation (Check-List tool as an airlines pilot)
		- CRM: Crew Ressources Management parallel with aviation industry

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		- Creation of the interview check-list preparation,
		- Personality Questionnaires - Four Temperaments Test
		Conducting an interview (In the skin of a candidate & a recruiter) Application: business games / role play
7	Cross Culture Management,	Basics and academic approach, Zoom on The Hofstede dimensions of cultures,
		Application : Group presentation
#	Evaluation method/rules	1 min. original video self-promotion/presentation (video) (30%)
		Your customized pack interview (40%)
		- Check list interview preparation
		- Experience into skills personal mapping,
		- CV and Cover letter
		- Personality Questionnaires
		Cross-culture management (group dynamic presentation on a specific region) (30%) How to deal/manage with people in:
		- (North America, South America, Central America and the Caribbean)
		- (Sub-Saharan Africa)
		- (Middle East and north Africa)
		- (South Europe, North Europe Scandinavia)
		- (EIS Countries),
		- (South east Asia (India + regions)
		- China,
		- Pacific island,
		- Japan,

Professor / Credit: Dimitri Boursy – International Services Sales & Contracts Director in the aviation industry / ATR Aircraft:

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