

SESSION 2013
BREVET DE TECHNICIEN SUPÉRIEUR

Épreuve de langue vivante étrangère
U21 – Compréhension de l'écrit et expression écrite

SPÉCIALITÉ
Assistant de gestion de PME-PMI

A N G L A I S

Durée 2 H 00

Coefficient 2

LE DICTIONNAIRE UNILINGUE EST AUTORISÉ
(à l'exclusion de tout dictionnaire électronique)

CALCULATRICE INTERDITE

Dès que le sujet vous est remis, assurez-vous qu'il est complet.

Le sujet comporte 3 pages, numérotées de 1 à 3.

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Language skills: way to get a job?

Universities should do more to help students learn languages while studying.

With 48 applications for each graduate job vacancy, it's no surprise that students are throwing themselves into internships and voluntary work. But given the lack of bilingual English graduates, is learning a language an alternative way to stand out?

Clara, a recent graduate who is now working in marketing, puts her job success down to her degree choice – French. "My language skills definitely made job hunting easier. Being able to speak French is a skill that I have over other graduates and being able to deal with international clients is a boost to my company."

But what about students who are studying different subjects? Given that only 38% of Brits speak a foreign language (compared to 56% of Europeans), it's unlikely there are many polyglots among us. If you've got enough self-motivation, it is possible to brush up your language skills in your spare time. There are plenty of free online resources available, and you could even travel in your holidays to practise conversation skills.

But let's face it, when term gets busy, hobbies drop further down the priority list. Wouldn't it make more sense for universities to allow undergraduates to study optional, foreign language modules as part of their main degree?

The University of Southampton is just one institution that is already doing so. It's helping to facilitate language learning and boost employability by offering courses such as "French for marine scientists" and "German language for engineers". University is the perfect time to learn a language. Most students have fairly flexible schedules, and universities can offer plenty of support.

You don't need to be fluent in a second-tongue to boost your chances in the job market. The Confederation of British Industry (CBI) found that 74% of employers recruit applicants with conversational ability rather than those who are word perfect. They believe this can "help break the ice, deepen cultural understanding, and open business access to new markets."

Deborah Till of the University of Nottingham careers service says language is becoming a top priority for companies. "Increasingly, multinational companies value language skills as an added extra when considering applications." Law firm Eversheds is among those awarding bonus points to applicants with foreign language skills.

Of course, it's not just the business world that values bilingual employees. So why is it that more universities aren't offering flexible degrees? When £9,000 fees are introduced, perhaps universities will be forced to look more closely at enhancing students' employment prospects. Language skills are one way to get there.

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TRAVAIL À FAIRE PAR LE CANDIDAT :

I – COMPREHENSION DE L'ECRIT (10 points)

Vous rédigerez **en français** le compte rendu de ce document en 200 mots (+ ou – 10%).

Vous indiquerez le nombre de mots utilisés.

II – EXPRESSION ECRITE (10 points)

Vous êtes l'assistant(e) de Mme Betty Brown, directrice du personnel de l'entreprise HARROD'S, 85-137 Brompton Road, London SW1X 7XL. Elle vous a chargé(e) de rédiger un courrier destiné aux employés du magasin pour leur proposer des cours de français :

- Vous expliquez qu'il est important d'améliorer l'accueil de la forte clientèle francophone, notamment pour la période de Noël ;
- Vous proposez donc un stage d'initiation au français qui aura lieu du 5 au 8 novembre 2013 de 9h à 11h en salle de réunion ; ce stage sera animé par un professeur français ;
- Les employés intéressés devront remplir et retourner le formulaire d'inscription avant le 11 octobre, délai de rigueur ;
- Vous ajoutez qu'un stage de perfectionnement en conversation française sera organisé en mars 2014. Les dates précises et les modalités seront communiquées ultérieurement ;
- Vous espérez que ces propositions intéresseront le plus grand nombre afin d'améliorer l'image de l'entreprise ;
- Formules de politesse et présentation d'usage.

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