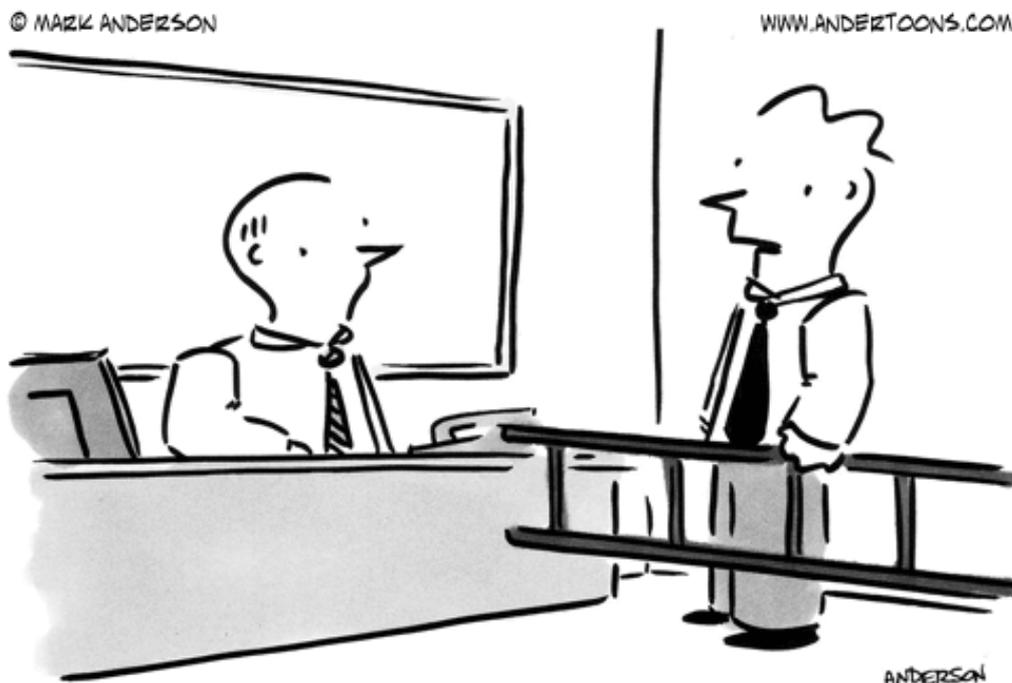


CERTIFICATION COMPLEMENTAIRE

- SESSION 2015 -

Discipline : Economie – Gestion

Enseignement en langue étrangère (Anglais) dans une Discipline non linguistique



"The higher-ups want to see you."

Education Nationale

A. Titles and diplomas

I have spent part of my childhood and professional life abroad, in Thailand. I learned and developed my English skills there.

The first time I went to Thailand was in 1989. In 1995, I spent a full year there where I was a freshman at the International School of Bangkok (ISB). I completed several English as a Second Language (ESL) courses in order to be able to follow the “normal” American curriculum.

Later, in 2011, I spent two years in Bangkok where I studied Corporate Social Responsibility at the Asian Institute of Technology (AIT). AIT is a very international faculty. Lecturers come from England, Hong Kong, Pakistan, India, Thailand, Vietnam, Italy... So do the students. It was a real melting pot.

Most of my education has taken place in France. I went to François Villon High School where I gained a technological baccalaureate in Marketing and Sales. I thought that the best way to further my education would be through part time apprenticeship, in order to gain professional experience and study for free. Thanks to this system, I completed three degrees:

- A vocational training diploma (*BTS*) and a business school degree (equivalent to a B.B.A.) in sales and marketing,
- A Masters degree in socioeconomic research at the University of Paris Denis Diderot.

Between 2002 and 2008, I attended evening classes at the National Institute for Oriental Languages and Cultures (INALCO or *Langues'O*, the “French SOAS”). During this time, I took Thai language courses as well as oriental civilization classes (linguistics, economics, history...).

After my studies, I spent 7 years working in marketing and sales management, mainly at SFR. Then, in 2012, I decided to attend the University of Rennes where I studied for the teacher’s examination (*CAPET* and *Agrégation*).

In addition, I gained high scores in standardized tests such as:

- The **TOEIC** in 2005 in which I scored 935/990.
- The **TOEFL** iBT in 2010. I scored 108/120.
- The **GMAT** in 2011. I scored 650/800 (79%). I had to take private tuition lessons with an American student in order to improve my quantitative and verbal results (I improved my score from 415 up to 650).
- The **DCL** in 2014. I scored 5/5, which means that I have attained the C1 level on the CEFR proficiency scale.

I am currently preparing to sit the Cambridge Proficiency Exam (CPE) in which I hope to achieve an A or B grade. After obtaining the DNL certification, I would be glad to follow a specific training at the ESPE in order to improve my English teaching skills.

B. Professional experiences

While I was in Thailand, I had the opportunity to give conversation lessons, in a tuition center named EDUPOINT. All of my students were professionals and most of them worked within the banking industry, in a Thai-Scottish joint venture (Thammachart Bank, partly owned by the Royal Bank of Scotland – RBS).

My main focus, during these lessons, was to engage in conversation and make sure that my students practiced their oral skills. Most of the time, we used office situations. First of all, we would describe different office scenarios, then we would talk about similar situations they would have to face at work. I would then have them elaborate about the problems they encountered with their manager. To conclude our lessons, we would, normally, spend time writing emails or parts of speeches that they could use in their everyday life.

Encouraging my students to speak was very hard. I had to be patient and create a strong relationship based on confidence. I had to let them know they wouldn't be judged if they made mistakes.

Apart from this experience, I worked nine months as a marketing and business development manager at Bel Perfumes. Bel Perfumes is a French-owned company operating in Bangkok, employing almost 130 people. Most of them were Thai. Nonetheless, English language was used as the internal communication language. Communication materials (posters, website, loyalty program...) were bilingual (English/Thai). Thus, I have many real life resources that I could use to illustrate management concepts to my students (as shown on annex n°1).

In the next section, I have developed a sample of a pedagogical situation based on my experience at Bel Perfumes.



C. Example of a Management Science lesson (11th grade)

Case n°1 – Bel Perfumes and the Thai perfume market

Company: Bel Perfumes, in Bangkok, Thailand
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Part I. Discovering the Company: Bel Perfumes

1. Search the internet for Bel Perfumes' website.
2. Identify, in the « about » section, the core competencies of the company.
3. Identify three of Bel Perfumes' main products: Name the products, their characteristics and prices.
4. Convert the price of the products from Thai Baht into Euros.
5. Compare Bel Perfumes' products characteristics to an international brand perfume such as Flower by Kenzo or Dolce & Gabbana's The One.

Part II. Learning about Bel Perfumes' economic environment: the Kingdom of Thailand

1. Locate the Kingdom of Thailand on a map of Asia.
2. Search the internet for the following information about the Kingdom of Thailand:
 - a. Population
 - b. Gross Domestic Product
 - c. Main cities
 - d. National currency
3. Open the National Statistics office of Thailand (<http://web.nso.go.th/index.htm>).
Select the « statistical data » tab, on the main menu.
Then, choose the « Table searching » function on the left menu.
Enter the following information in order to download your own table:
 - a. Project type: Survey – Social Statistics
 - b. Project: 06. The Household Socio-economic survey
 - c. Project year: 2013
 - d. Validate (OK)
 - e. Select table n°1 « Average Monthly Income per household by source of income, region and Area: 2013 »
4. Save the table on your computer (in the « Mes documents » folder).
5. Observe the statistics table and answer the following questions. We will focus on the « Money income » part of the table.
 - a. Identify the Kingdom's total monthly household's average income
 - b. Identify the 3 main components of the monthly money income.
 - c. Identify the main source of income of Thai households.
 - d. Compare the whole Kingdom's average to each region's average. Make a comment.
6. Read documents n°1 and 2.
7. Using data from the documents used in question 5 and 6; calculate the average individual income for a person living in Bangkok.

Using information from Bel Perfumes' environment to take decisions:

8. Compare Bel Perfumes' Sexy Diva Perfume selling price to the average Bangkokian Household's income. Comment your results.
 9. According to the data analyzed in question 5, In which region should Bel Perfumes open new shops? Explain why.
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Education Nationale

Document n°1 - Average Size of Household from 1960 to 2010

(Source: National Statistical Office, Executive Summary, The 2010 Population and Housing Census, available online at www.nso.go.th)

Year	Average size of household
1960	5.6
1970	5.7
1980	5.2
1990	4.4
2000	3.8
2010	3.2

Document n°2 – Average Size of Households by region and area in 2010

(Source: National Statistical Office, Executive Summary, The 2010 Population and Housing Census, available online at www.nso.go.th)

Region	Average size of household
Whole Kingdom	3.2
<i>Municipal</i>	3.0
<i>Non-municipal</i>	3.4
Region	
<i>Bangkok</i>	2.9
<i>Central</i>	3.0
<i>North</i>	3.1
<i>Northeast</i>	3.5
<i>South</i>	3.5

Vocabulary focus:

- GDP:
- Rate:
- Exchange rate:
- Average:
- Household:
- Income:
- Deposit:
- Bond:
- Stocks:
- Loans:

Part III. Bel Perfumes' performance

Consider the scorecard presented below (document n°2)

1. Identify the company's total revenue for October 2012.
2. Identify the company's total expenses for October 2012.
3. Are all shops performing identically? Comment.
4. Calculate each shop's profitability rate.
5. Comment on each shop's performance.
6. According to you, is the company profitable?
7. What could be done to improve the company's financial performance?

Vocabulary focus:

- Scorecard:
- Profit and loss:
- Revenue:
- Income:
- Sales:
- Consignment:
- Expenses:
- Profit:
- Loss:
- Depreciation:
- Interest expenses:
- MTD: Month to date:
- Profitability rate: