

New Active Business Tracks - Anglais - BTS tertiaires [1re et 2e années] - Ed. 2022

Liste des ressources

Unit 1 - Consumers

- Livre du prof :

Unit 1 - Corrigés • LDP_BTS_Anglais_Unit1.pdf

- Videos :

Video 01 - What are consumers? • <https://youtu.be/FXzlh0NbCDc>

- Audios :

Audio 01 - A shift in shopping habits • Audio_01.mp3

- Audios :

Audio 02 - Understanding customers' behaviour • Audio_02.mp3

- Audios :

Audio 03 - Britons expected to send 235m items of clothing • Audio_03.mp3

- Audios :

Audio 04 - Pronunciation work • Audio_04.mp3

- Videos :

Video 02 - Maslow, the hierarchy of needs • https://youtu.be/O-4ithG_07Q

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- Audios :

Audio 06 - Is India going for coffee and America for tea? • Audio_06.mp3

- Audios :

Audio 07 - One in five UK consumers boycotts brands • Audio_07.mp3

- Videos :

Video 03 - Amazon Go opens cashier-free smart grocery store - Dec 2016 • <https://youtu.be/SV5DqygW764>

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Audio 08 - Is the era of big food coming to an end? • Audio_08.mp3

Unit 2 - Marketing & distribution

- Unit 2 - Corrigés • LDP_BTS_Anglais_Unit2.pdf

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Video 04 - The 4 Ps of The Marketing Mix • <https://youtu.be/Mco8vBAwOmA>

- Audios :

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- Videos :

Video 05 - Brand Marketing • <https://youtu.be/LomLMdosYzM>

- **Audios :**

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- **Audios :**

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- **Audios :**

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- **Videos :**

Video 07 - What is Digital Marketing? • <https://youtu.be/XDpwDwcXGoU>

- **Audios :**

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- **Audios :**

Audio 17 - Ruby Chocolate is the new black • Audio_17.mp3

- **Videos :**

Video 08 - Coca marketing campaign in Australia • <https://youtu.be/2X8Bd3-G6IU>

Unit 3 - Companies

- **Livre du prof :**

Unit 3 - Corrigés • LDP_BTS_Anglais_Unit3.pdf

- **Videos :**

Video 09 - Why Facebook became Meta? • <https://youtu.be/vP1h2Hzgyzg>

- **Audios :**

Audio 18 - Companies Facing Environmental Issues • Audio_18.mp3

- **Audios :**

Audio 19 - Small Businesses Can Make a Big Impact on the Economy • Audio_19.mp3

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Audio 20 - How Aldi is changing America's supermarket • Audio_20.mp3

- **Audios :**

Audio 21 - Pronunciation work • Audio_21.mp3

- **Videos :**

Video 10 - S. Korean green companies adopt eco-friendly systems to protect environment • <https://youtu.be/pLfEVTxDORY>

- **Audios :**

Audio 22 - Pronunciation work • Audio_22.mp3

- **Audios :**

Audio 23 - Are Companies guilty of greenwashing? • Audio_23.mp3

- **Videos :**

Video 11 - Getting to the bottom of Samsung's Galaxy Note 7 crisis • <https://youtu.be/ui29CoxavBM>

- **Audios :**

Audio 24 - Thanks to Tiwal, sailing becomes easy and cheap • Audio_24.mp3

- **Audios :**

Audio 25 - What does it take to destroy a company's brand name? • Audio_25.mp3

Unit 4 - Work

- **Livre du prof :**

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- **Videos :**

Video 12 - The future of gender equality at work • Video_12.mp4

- **Audios :**

Audio 26 - Metaverse • Audio_26.mp3

- **Videos :**

Video 13 - The World Ahead 2022: five stories to watch out for • https://youtu.be/YIQ_4604Xfg

- **Audios :**

Audio 27 - The Revolt of the American Worker • Audio_27.mp3

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Audio 31 - Women, Work and the Pandemic • Audio_31.mp3

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Audio 32 - Could a robot do your job? • Audio_32.mp3

- **Videos :**

Video 15 - Google execs tell employees they won't raise pay to match inflation • https://youtu.be/3iSEE_w8TVU

- **Audios :**

Audio 33 - I'm still in pain • Audio_33.mp3

Unit 5 - Transports

- **Livre du prof :**

Unit 5 - Corrigés • LDP_BTS_Anglais_Unit5.pdf

- **Videos :**

Video 16 - Why Is The Tesla Semi The Future of Trucks ? • <https://youtu.be/Ael2nTAraXs>

- **Videos :**

Video 17 - The Economics of Shipping • <https://youtu.be/cvH-mHe3GZ4>

- **Audios :**

Audio 34 - Strait of Hormuz • Audio_34.mp3

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Audio 35 - Supply chains in 2022 • Audio_35.mp3

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Audio 36 - Kazakhstan unrest • Audio_36.mp3

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- **Videos :**

Video 18 - How bad for the environment are cruise ships? | Global Ideas • <https://youtu.be/yI5xYm-0hvo>

- **Audios :**

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- **Videos :**

Video 19 - Inside Elon Musk's underground loop tunnels in Las Vegas • <https://youtu.be/NFWZWDqyV2I>

Unit 6 - World challenges : sustainability and AI

- **Livre du prof :**

Unit 6 - Corrigés • LDP_BTS_Anglais_Unit6.pdf

- **Videos :**

Video 20 - Four ways AI can help tackle climate change | BBC Ideas • <https://youtu.be/mvUPj2WbuKc>

- **Videos :**

Video 21 - A.I. Artificial Intelligence 2001 trailer 1 • https://youtu.be/_19pRsZRiz4

- **Audios :**

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Audio 43 - How Artificial Intelligence helps sustainability • Audio_43.mp3

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- **Videos :**

Video 22 - Climate Change Will Impact Health (from NRDC) • <https://youtu.be/Pk-PUCXZfa8>

- **Audios :**

Audio 45 - Pronunciation work • Audio_45.mp3

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Audio 46 - Audio 46_Can insects save the world ? • Audio_46.mp3

- **Videos :**

Video 23 - Watch Sophia the robot walk for the first time • <https://youtu.be/ICFQkB-KLsE>

- **Audios :**

Audio 47 - Life-like robots meant to win over humans • Audio_47.mp3

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Unit 7 - Global issues

- **Livre du prof :**

Unit 7 - Corrigés • LDP_BTS_Anglais_Unit7.pdf

- **Videos :**

Video 24 - As U.S.-Taiwan Trade Strengthens, Tensions With China Complicates Business | WSJ • <https://youtu.be/2lgBsQGeyTw>

- **Audios :**

Audio 49 - Oils companies • Audio_49.mp3

- **Videos :**

Video 25 - Global Trade and Logistics Overview • https://youtu.be/7_W-SV1jKvU

- **Audios :**

Audio 50 - The deglobalisation virus • Audio_50.mp3

- **Audios :**

Audio 51 - Misguided U.S. Trade Policy • Audio_51.mp3

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- **Videos :**

Video 26 - Border Reopening Brings Business Boom • Video_26.mp4

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Audio 54 - Summit with leaders of Canada and Mexico • Audio_54.mp3

- **Audios :**

Audio 55 - The India - UK free trade agreement • Audio_55.mp3

- **Audios :**

Audio 56 - Who benefits from China-Africa relations ? • Audio_56.mp3

- **Videos :**

Video 27 - Amazing' New Beans Could Save Coffee from Climate Change • <https://youtu.be/YdjyBAMeu4>

Mock test

- **Sujets d'examen :**

Sujet d'examen - NDRC • Sujet_BTS_NDRC.pdf

- **Sujets d'examen :**

Sujet d'examen - MCO • Sujet_BTS_MCO.pdf

- **Sujets d'examen :**

Sujet d'examen - CI • Sujet_BTS_CI.pdf

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- Sujets d'examen :

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- Sujets d'examen :

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