

BREVET DE TECHNICIEN SUPÉRIEUR BTS TERTIAIRES

LANGUE VIVANTE ÉCRITE E1 / E2 : LANGUE VIVANTE ÉCRITE NIVEAU A

ANGLAIS

SESSION 2024

Spécialités		Dictionnaire		Durée	Coeff.
		Bilingue	Unilingue		
Assurance	E2 – U2	X		2 h	1
Banque – Conseiller de clientèle	E2 – U2	X		2 h	1
Collaborateur juriste notarial	E2 – U21	X		2 h	1
Communication	E2 – U21		X	2 h	1
Conseil et commercialisation de solutions techniques	E2 – U21		X	2 h	1,5
Gestion de la PME	E2 – U21		X	2 h	1
Gestion des transports et logistique associée	E2 – U21		X	2 h	1,5
Management commercial opérationnel	E2 – U21		X	2 h	1,5
Management opérationnel de la sécurité	E2 – U21		X	2 h	2
Management en hôtellerie restauration (toutes options)	E2 – U21		X	2 h	1
Professions immobilières	E2 – U2	X		2 h	2
Services informatiques aux organisations (toutes options)	E1 – U12		X	2 h	1
Support à l'action managériale	E2 – U21		X	2 h	1

Tout autre document ou matériel est interdit.

**Dès que le sujet vous est remis, assurez-vous qu'il est complet.
Le sujet se compose de 4 pages, numérotées de 1 à 4.**

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The Corporate Cafeteria Is Broken. So How to Feed Workers?

Even as the sprawling dining halls of old struggle with emptier workplaces, food is still important to employees, particularly the young. Many companies are reinventing the company meal.

The corporate cafeteria can be an especially lonely place these days.

5 “You used to walk in at 12 o’clock on a Tuesday and stand in line to get something,” said Casey Allen, 46, who works for a division of the agricultural chemical company BASF in Raleigh, N.C. “Now, you walk in and you’re usually first in line.” [...]

10 “The world of the traditional big cafeteria is dead,” said Fedele Bauccio, who in 1987 co-founded Bon Appétit Management Company, which runs food service at hundreds of museums, universities and companies like LinkedIn. “They are just too expensive to maintain, and not flexible enough.”

15 Still, office workers need to eat. So companies are blowing up the cafeteria. Long regarded as a way to encourage productivity, cafeterias are being reframed as respite and recreation, designed to attract younger workers in a job market badly in need of them.

20 Some companies are installing cocktail bars, or hosting sunset oyster-shucking parties to help employees relax and socialize after work. The large dining halls at tech giants are being divided into smaller, more homey¹ spaces flexible enough to feed a work force whose size changes drastically day to day. Developers are building restaurants that function like subsidized corporate cafeterias but are open to the public.

“Free pizza isn’t enough anymore,” said Andrew Montesano, the North America food programming and operations manager at LinkedIn.

25 Employees, especially younger ones, are demanding more culturally authentic meals and climate-friendly kitchen protocols, like reducing waste, according to Mr. Bauccio and others in the corporate food service business. They are eating less meat and questioning labor practices. Health and wellness have become a menu mantra.

Companies that aren’t paying attention are likely to suffer, said Jennifer A. Chatman, associate dean for academic affairs at the Haas School of Business at the University of California, Berkeley.

30 Smart leaders know that informal interaction can keep corporate culture from eroding as remote work persists, and may be the main purpose for coming to the office in the future, she said.

“A cafeteria is not the only way to get there,” Dr. Chatman said, “but people need to eat, and we know eating together fosters interaction.”

¹ homey: cosy, comfortable

35 Food has become such an important recruitment and retention tool that some applicants for remote jobs are even offered credits with food delivery companies, or generous weekly lunch stipends² — benefits that may be especially prized as inflation drives up food costs.

40 Free meals can also offer psychological rewards, Dr. Chatman said. “There’s an advantage to being able to say, ‘My company buys me lunch every day.’ There is a symbolic value in feeling like you are being taken care of by the company.”

On the shores of South San Francisco, an airy two-story restaurant called the Anecdote opened in March on a bio-tech campus. It functions like a corporate cafe, but has the look and feel of a restaurant.

45 Bon Appétit Management Company pioneered the idea with real estate developers. Companies in the building can use the restaurant as a way to offer employee meals, sometimes free or at a discount. But anyone can stop in.

Kim Severson, *The New York Times*, Jan. 23, 2023

² lunch stipends: lunch money

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TRAVAIL À FAIRE PAR LE CANDIDAT

I – COMPRÉHENSION (10 points)

VOUS RÉDIGEREZ CE COMPTE-RENDU en **FRANÇAIS**.

Après avoir lu attentivement l'article, vous en dégagerez les idées essentielles en 200 mots (+ ou - 10%). Vous indiquerez le nombre de mots utilisés. Toute présentation sous forme de notes sera pénalisée.

II – EXPRESSION (10 points)

VOUS RÉPONDREZ EN **ANGLAIS** À LA QUESTION 1 **OU** À LA QUESTION 2 AU CHOIX ; VOUS RÉDIGEREZ UN MINIMUM DE 200 MOTS.

1) As an employee or future employee, how important is wellness at work to you? Is it the top priority for you? Think about your work experience (summer jobs, student jobs, internships) to illustrate and justify your viewpoint.

2) Vous rédigerez en **ANGLAIS** le courriel suivant.

Vous êtes Pat Peterson (pat.peterson@hrsh.com), l'assistant ou l'assistante du nouveau « *happiness manager* » d'une entreprise américaine, située à San Francisco en Californie. Vous prenez contact avec vos nouveaux collègues par le biais d'un courriel :

- vous vous présentez et présentez les missions d'un « *happiness manager* » ;
- vous les invitez à vous faire un retour sur la dernière soirée organisée à l'occasion du Carnaval de Mardi-Gras, sur les points positifs et les pistes d'amélioration ;
- vous proposez de rassembler leurs idées pour organiser la fête nationale du 4 juillet à venir ;
- vous envisagez de proposer un sondage concernant les améliorations envisageables pour le projet d'extension de la cafétéria (décoration, mobilier, services proposés ...) ;
- vous insistez sur l'écoute attentive que vous aurez suite aux suggestions remontées.

Pour chacun des points, veillez à rédiger des phrases complètes. Vous pouvez étoffer avec des exemples de votre choix.

Présentation d'usage et formules de politesse. Ne mentionnez pas votre nom et ne signez pas.

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