



SERVICES CULTURE ÉDITIONS
RESSOURCES POUR
L'ÉDUCATION NATIONALE

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Campagne 2012

SESSION 2012

BREVET DE TECHNICIEN SUPERIEUR
ASSISTANT DE MANAGER

U.21 – EXPRESSION ET CULTURE

ANGLAIS LVA

Durée : 2 heures

Coefficient : 1

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

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Don't Fret*. Just Ask for What You Need.

“Whether from fear of being perceived as too aggressive or too selfish, women tend not to be comfortable asking for what they want. And when they do ask, it can be in ineffective ways.

5 In addition, and perhaps most importantly, professional women sometimes forget to build their case around the things that matter most to their employer — principally, the impact on profits. That was true for one high-producing client of mine, who needed a more flexible schedule that would allow her to work from home one day a week.

While she knew she could make the change work for her clients and her direct reports, she was still very reluctant to ask. She worried that her boss would demote** her to part-time and cut her salary.

10 After addressing her fears of the possible consequences, we went to work on perfecting her “ask.” We prepared a brief, clear account of why she needed to make this change and described how she could do her job without harming clients, colleagues or profits.

15 The conversation with the boss lasted exactly 10 minutes. It was over the moment he told her: “I have no doubt we can make this work. In fact, if you should need to work another day at home, just let me know, and we’ll see how we can manage it.” It just goes to show: you’ve got to ask.

From her previous experiences, my client had learned to ask for the help she needed. A few years ago, when male colleagues welcomed her into the company with a nonchalant yet well-meaning “Let me know if I can do anything for you,” my client knew exactly how to respond:

20 Introduce me to the top 10 people in the firm. Include me when you and the guys go out for dinner. Arrange a breakfast with the firm’s top traders, and let me introduce myself and my team. Count me in when the firm signs up for any corporate sponsorships. Invite me to your top-client events.

25 In addition to these requests, my client had the courage to schedule an appointment with the chief executive and tell him what kind of support she was seeking.

Nevertheless, in the corporate world there is a smaller range of acceptable communication for women than for men. But look on the bright side: we can find ways to ask for what we need. As far as understanding other people’s feelings is concerned, we’re a long way ahead of men.

By Peggy Kraus, abridged and adapted from *The New York Times*, July 9th, 2011

*fret = worry

**to demote: *retrograder*

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TRAVAIL À FAIRE PAR LE CANDIDAT

I- COMPRÉHENSION ÉCRITE

(10 points)

Rédigez **en français** un compte rendu du texte (180 mots, +/- 10 %) en faisant ressortir les idées essentielles de l'article.

II- EXPRESSION ÉCRITE

(10 points)

Vous êtes Laure Simon et vous dirigez le service export de la société CosmeticValley, 1 place de la Cathédrale, 28000 Chartres.

Vous écrivez à Monsieur Andrew Johnson, directeur des Ressources Humaines de la société Boots, 1 Thane Road West, Nottingham NG7 2TG UK, pour lui recommander votre assistante, Elodie Armand.

Vous l'informez que :

- Mme Armand travaille chez vous depuis 5 ans,
- son mari vient d'être muté à Nottingham et elle souhaite trouver un emploi dans cette ville d'ici la fin de l'année,
- Mme Armand est une collaboratrice efficace et fiable,
- vous lui demandez si Mme Armand peut le rencontrer,
- vous le remerciez et lui indiquez que vous êtes à sa disposition pour tout renseignement complémentaire.

Formules de politesse et présentation d'usage.

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