

SESSION 2016

UE 12 – ANGLAIS APPLIQUÉ AUX AFFAIRES

Durée de l'épreuve : 3 heures – Coefficient : 1

Matériel autorisé : aucun matériel (agendas, calculatrices, traductrices) ni dictionnaire n'est autorisé.

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Le sujet comporte 6 pages numérotées de 1/6 à 6/6

Document 1**Why Now is the *Best* Time to Start Your Own Business**

Entrepreneur.com/ Cindy Yang, contributor

MARCH 17, 2015

Those of us who came of age during the 2008 financial crisis -- which saw companies large and small shed nearly 9 million jobs -- want control over our financial fate. Today's opportunities have created a new lifestyle around employment. The emotional link that tethered workers to brand-name employers is dissipating as a new generation of entrepreneurs look to make their own. One thing is clear: Whether it's a startup like Uber or a new dry cleaner down the street, small to midsize businesses drive the nation's economy

Here are a few reasons why now is the best time to start your own business:

Cheaper, better technology has enabled the rise of small-business owners. The rise of the sharing economy, the growth of smartphone use and the accompanying app explosion have combined to drop the cost of budgeting, tracking sales, human resources and about any other business service you can name.

One challenge that has dogged small businesses since the downturn is access to credit. But "Things are getting better for businesses to get loans," Craig W. Smalley, a financial advisor for small businesses, recently told NerdWallet. "After 2008, it was hard to get loans, but in the last six months, I've seen things loosening up. I think one reason is lenders now have more competition with crowdfunding." Crowdfunding, through sites like Kickstarter and Indiegogo, came of age in 2014, growing into a \$5.1 billion business in the U.S. Meanwhile, the federal government is stepping up efforts to ease small-business credit woes by expanding access to U.S.-backed loan guarantees.

Unemployment is at pre-2008 levels, inflation is low, stocks have hit record highs and the U.S. economy is growing. The result? The number of new business starts is declining, according to the Kauffman Index of Entrepreneurial Activity. What a thriving economy means for new business owners is less competition and a better financial climate. This environment allows entrepreneurs to start a business for the right reasons: Because they want to fulfill a dream, not because they've been laid off and are scrambling for an income. In short, there's never been a better time in America to go out on your own

Document 2a**Entrepreneurs anonymous**

Economist.com Sep 20th 2014

SEVEN years ago Joe Jones (not his real name) left his job with a big NASDAQ-listed company to strike out on his own. He was sick of corporate life and he wanted to test his inner mettle. But being an entrepreneur proved far harder than he had imagined: a succession of potholes, speed bumps and dead-ends rather than a high road to prosperity. He found he had "lost his levers of control": all the things his former employer had provided for him, from administrative support to a social network. He had to learn how to do all sorts of things he had not thought about before. The responsibility of meeting his payroll was "overwhelming". The worry about every detail of his life—could he afford to keep his car, or pay the mortgage on his house?—was all-consuming. He took to drinking. Mr Jones eventually joined Alcoholics Anonymous and turned his business into a success. But many other would-be entrepreneurs have not been so lucky.

It is fashionable to romanticise entrepreneurs. Business professors celebrate the geniuses who break the rules and change the world. Politicians praise them as wealth creators. Glossy magazines drool over Richard Branson's villa on Lake Como. But first-time founders have the job security of zero-hour contract workers, the money worries of chronic gamblers and the social life of hermits.

Phil Libin, the boss of Evernote, a document-storage service, says that "It is amazingly difficult work—you have no life balance, no family time, and you will never work harder in your life." Aaron Levie, a founder of Box, a

cloud-storage firm, says he spent two and a half years sleeping on a mattress in his office, living off spaghetti hoops and instant noodles.

Over half of American startups are gone within five years. Most of the survivors barely stumble along. In 2000 Barton Hamilton of Washington University in St Louis compared the income distributions of American employees and entrepreneurs, and concluded that the latter earned 35% less over a ten-year period than those in paid jobs.

Such a roller-coaster would impose an emotional strain on even the most balanced people. But it seems the average entrepreneur is far from balanced. What can be done to deal with the dark side of entrepreneurialism? Mr Wadhwa urges company founders to have regular medical checkups, make time to exercise and learn to relax. "You may not believe in anything called a work-life balance, but your body certainly does." Mr Jones suggests that people who start their own companies need to think hard about constructing social networks: the idea that they can succeed in splendid isolation is a dangerous illusion. They need friends to lean on, and mentors to guide them. The Entrepreneurs' Organisation (EO), which has more than 10,000 members in 46 countries, organises meetings in which they can talk about their emotional as well as their business problems. The Kauffman Foundation, an American non-profit which studies and promotes entrepreneurship, provides online courses on "surviving the entrepreneurial life".

Company founders need to have a more realistic assessment of what it is like to fail. Management literature is full of guff about how entrepreneurs should embrace failure as a "learning experience". But being punched in the face is also a learning experience. Would-be entrepreneurs need to have a more measured view of the risks involved before they start a business. But society also needs to have more respect for people who put their lives on the line to build something from nothing.

Document 2b

Illustration of the text above



Brett Ryder

Document 3
How Much You Need To Make As A Contractor Or Entrepreneur To Replace A Day Job Income

What You Get As An Employee	Value	Comments
Income	\$100,000	Base salary, does not include bonus
Retirement Benefits	\$10,000	401k matching +any profit sharing
Subsidized Healthcare	\$6,000	Single or family
Paid Time Off	\$5,800	Three weeks of paid vacation
Life Insurance	\$1,000	Basic term life Insurance as a multiple of salary
Short Term Disability Insurance	\$2,000	Parental leave, other
LongTerm Disability Insurance	\$3,000	Disability beyond six months
Employee Ongoing Training	\$1,000	Continuing education classes
Automatic Minimum Raise	000	At a minimum to keep up with Inflation
SubTotal	\$130,800	True value of Job is 1.3X your salary
What you Don't have to Pay As An Employee		
Social Security + Hospital Insurance	\$7,650	Employer pays 7.65% of the 15.3% for first \$117,000
State Franchise Tax	\$800	Annual cost in CA for having your own business
Business Accountant	\$1,000	Extra you have to pay for an accountant
Book Keeper	\$1,200	Someone to keep all your books in order
capital Expenditure	\$5,000	Computers & other equipment for asset light company
Travel	\$3,000	Conferences, client prospecting
Meals	\$2,000	Your own and paying for clients
Office	\$6,000	You're going cheap and working from home
Marketing Expenses	\$3,000	Got to get your name out
SubTotal	\$29,650	Total of extra expenses an entrepreneur has to pay
GRAND TOTAL	\$160,450	An entrepreneur needs to make 1.6X more
<i>Source :</i>		
<i>financialsamurai.com</i>		

Document 4



Cover of Entrepreneur magazine, June 2015 issue

TRAVAIL À FAIRE

Le dossier qui vous est proposé compte cinq documents :

- Document 1 : un article du site *entrepreneur.com* du 7 mars 2015 intitulé "Why Now Is the Best Time to Start Your Own Business"
- Documents 2a et 2b : un article intitulé « Entrepreneurs anonymous » tiré de la version en ligne de *The Economist* et daté du 20 September 2014 ainsi que le dessin qui l'accompagne.
- Document 3 : un tableau intitulé « How much you need to make as a contractor or entrepreneur to replace a day job income » tiré du *sitefinancialsamurai.com*
- Document 4: la couverture de juin 2015 d'*Entrepreneur magazine*

I. COMPRÉHENSION (10 POINTS)

En vous appuyant sur les cinq documents fournis, vous rédigerez **en français** une note de 250 mots +/- 10% qui rendra compte de la problématique de ce dossier. Vous indiquerez le nombre de mots utilisés.

II. EXPRESSION EN LANGUE ANGLAISE (10 points) :

1. Comment on document 2b and document 4 (150 words, +/-10%)
2. Vous êtes Nora / Charlie Jones. Vous envoyez un courrier électronique au site de financement participatif *kickstarter.com* pour présenter votre projet de livraison de repas à domicile, afin que celui-ci bénéficie d'un financement participatif à hauteur de \$10.000. Détaillez votre projet et expliquez l'usage que vous comptez faire des fonds récoltés ainsi que la façon dont vous comptez remercier vos généreux donateurs.

150 mots +/- 10% pour le corps du message

Vous indiquerez le nombre de mots utilisés.

Proposition de corrigé

Remarque préalable.

Le corrigé proposé par Comptalia est souvent plus détaillé que ce que l'on est en droit d'attendre d'un candidat dans le temps imparti pour chaque épreuve.

A titre pédagogique le corrigé peut donc comporter des rappels de cours par exemple, non exigés dans le traitement du sujet.

I. COMPREHENSION (10 points)

De plus en plus de personnes fondent leurs propres entreprises, cependant, être à son compte est souvent idéalisé. (Doc 1,2)

Aux USA, la crise de 2008 étant révolue, l'environnement semble propice au lancement de sa propre petite ou moyenne entreprise. L'économie est en essor, le chômage et l'inflation en baisse. Ces entrepreneurs relèvent le défi non pas parce qu'ils ont été licenciés où parce qu'ils ont besoin d'un revenu mais parce qu'ils veulent réaliser leur rêve. (Doc1, 4)

D'un point de vue financier, il est plus facile aujourd'hui d'obtenir des crédits d'autant plus que les entrepreneurs peuvent bénéficier du financement collaboratif et de prêts garantis par le gouvernement.

Les nouvelles technologies comme les smartphones, les applications ainsi que l'économie de partage facilitent le développement et contribuent à la baisse des coûts.

Ce sont ces entreprises innovantes gérées par des personnes extraordinaires qui génèrent de la croissance. (Doc 1, 4)

Cependant la moitié disparaît dans les cinq ans. En effet, il y a beaucoup de difficultés à surmonter. (Doc 2)

Premièrement, l'entrepreneur doit y consacrer beaucoup de temps et donc sacrifier sa vie personnelle. (Doc 2a, 2b).

S'ajoute à cela les soucis financiers. Bénéficiant d'avantages en plus de son salaire un salarié aurait un revenu supérieur à celui de l'entrepreneur qui doit honorer des charges et des cotisations. (Doc 2, 3)

Afin d'aider les entrepreneurs à faire face, des organismes proposent des rencontres pour discuter de leurs problèmes. (Doc 2)

Il est recommandé de tisser du lien social et de consulter un médecin régulièrement. Il faut surtout davantage mesurer les implications financières et les risques impliqués. Les magazines spécialisés peuvent -être une source d'information. (Doc 2, 4)

(274 mots)

II. EXPRESSION EN LANGUE ANGLAISE (10 points)**1. Comment on document 2b and 4**

The cover *Entrepreneur* shows the bright side of entrepreneurship. It portrays company founders as innovative, daring people and states that at least 1000 have taken up the challenge lately. It prompts would-be entrepreneurs to follow suit.

There has also been a boom in food businesses as new technologies and social networks enable diners, restaurants and food trucks to communicate with customers on their location, menus events and promotions.

However, there are downsides to being an entrepreneur as portrayed in the picture. This man seems to have given up his work life balance as he is sleeping on the floor in his office probably after long hours of work. He may have to cope with financial difficulties, overwhelming red tape and the likes.

To conclude, the magazine cover misleads people into thinking that it is always rewarding to found a company. It is to be hoped that this magazine also gives advice to help entrepreneurs overcome their difficulties. (163 words)

2.

From: Nora.jonesgourmet delivery.com
To: Kickstarter.com
Sent on: December 1 2015
Subject: crowdfunding project

Dear Sir or Madam,

My business project consists in delivering restaurant meals at home.

I have already signed partnerships with ten restaurants in the Boston vicinity. This service would be available 6 to seven days a week, from 11am to 10pm depending on the restaurant from which customers ordered.

The public targeted: People who would rather eat their restaurant quality meal at home because they have children, feel tired or just want to hang around with friends.

In order to attract new partners and prove my efficiency and reliability I need to invest.

I would need 10.00 seed capital to buy another light duty vehicle equipped with heating and refrigerating compartments.

To thank my donators, I will provide free delivery service for a time span depending on the amount donated.

I truly hope to see my project on your crowdfunding site. People could consult it from home while enjoying a delicious meal.

Best regards

Nora Jones