

Fr. 4210 Business French  
Spring 2012

Dr. Ofélia R. Nikolova

Office: Honors House VSU  
Office hours: 11:00 – 12:00 M,W  
and by appointment  
Class meets: 2-3:15 M,W

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**I. Text:** *A la recherche d'un emploi Business French in a Communicative Context*. Amy L. Hubbell. (2011), Focus Publishing/R. Pullins Co. ISBN: 1-58510-372-1. Or ISBN 978-1-58510-372-0.

**II. Course description:** An introduction to the economic and business practices of contemporary France and the Francophone world.

**III. Course goal:**

Introduce the students to important aspects of the French language and culture as they relate to practices from the business world such as French and Francophone geography and economics, structure and type of companies, job-hunting strategies, CV writing, business correspondence and job interview skills, marketing, and management. Familiarize students with major French companies. Improve students' skills in writing business letters through the study of terminology and formats. Improve student translation techniques.

**III. Expected Student Learning Outcomes:**

As a result of this course, students will be able to:

- Express themselves in French at the advanced low level according to the ACTFL scale.
- Translate business-related texts from French into English and from English into French.
- Write business letters, résumés, and letters of interest in French
- Understand the cultural differences in doing business in France and the Francophone world.
- Deliver oral presentations on business matters in French.

**IV. Course Objectives**

At the end of instruction in FREN 4210 the learner is able to:

1. Describe various business practices in depth orally and in writing, sustain a professional-level conversation related to such practices.
2. Conduct a job interview in compliance with cultural expectations and norms.
3. Translate business-related texts from French into English and from English into French.
4. Write business letters, CVs, and letters of interest in French.
5. Demonstrate knowledge of major French business companies.
6. Demonstrate knowledge of cultural differences in the business world.

\*All Objectives are in French.

ACTFL Target Level: Advanced Low

Course objectives	Assessment Instruments Used to Measure Objectives	ACTFL /NCATE Program Standards	VSU General Education Outcomes
1	Formative and summative written and oral assessments	1a, 1b, 2c	1,2,4,7
2	Formative written and oral assessments	1a, 1b, 2c	2,4,7
3	Formative and summative written assessments	1a, 1b, 2c	2,3,4,7
4	Formative and summative written assessments	1a, 1b, 1c, 2c	2,3,4,7
5	Formative and summative written and oral assessments	1a, 1b, 2a, 2c	2,3,4,7
6	Formative and summative written assessments Formative oral assessment	1a, 1b, 2c	4,6,7,8

#### V. Course content:

- Text chapters
- Business correspondence handouts
- Business texts in French and English
- Web resources
- Films

#### VI. Student learning assessment:

Assignments .....	20%
Participation .....	10%
Exams (3) .....	30%
Quizzes (numerous, unannounced) .....	15%
Presentation of an article on a business topic .....	5%
Presentation of a French company .....	5%
Final exam.....	15%

## **VII. Grading scale:**

(100 – 90%) – A

(89-80%) – B

(79 – 70%) – C

(69 – 60%) – D

(59% - ) – F

**ATTENDANCE POLICY:** Please limit your absences to no more than two. Without documented evidence of extenuating circumstances, absences above that limit will result in a subtraction of three points from your final semester average for each infraction. In addition, according to VSU regulations, 20% absences, which translates into six for this class, lead to a failing final grade.

**ACCOMMODATIONS STATEMENT:** Students requesting classroom accommodations or modifications because of a documented disability must contact the Access Office for Students with Disabilities located in Farber Hall. The phone numbers are 245-2498 (voice) and 219-1348 (tty). URL <http://www.valdosta.edu/access/>

**ACADEMIC INTEGRITY:** Any student caught plagiarizing will receive a zero and may be reported to university officials. You can consult VSU policy on academic honesty at the following web site:

<http://www.valdosta.edu/academic/AcademicHonestyPoliciesandProcedures.shtml>

## **Calendrier tentatif des leçons et des activités**

**Week 1** (9, 11 janvier) Entrée en matière; Chapitre 1.

**Week 2** (18 janvier) Chapitre 1.

**Week 3** (23, 25 janvier) Chapitre 2.

**Week 4** (30 janvier, 1 février) Chapitre 2.

**Week 5** (6, 8 février) **Examen 1.** Chapitre 3.

**Week 6** (13, 15 février) Chapitre 3. Présentations d'articles (2 personnes).

**Week 7** (20, 22 février) Chapitre 4.

**Week 8** (27, 29 février) Chapitre 4.

**Week 9** (5, 7 mars) **Examen 2.** Chapitre 5.

**Week 10 SPRING BREAK.**

Week 11 (19, 21 mars) Chapitre 5.

Week 12. (26, 28 mars) Chapitre 6. Présentations d'articles (2 personnes).

Week 13. (2, 4 avril) **Examen 3.** Chapitre 6.

Week 14 (9, 11 avril) Chapitre 6.

Week 15 (16, 18 avril) Chapitre 7.

Week 16 (23, 25 avril) Chapitre 7. Présentations de sociétés françaises.

Week 17 (30 avril) Chapitre 8. Révision générale.

Finals week Examen final - le mercredi, 2 mai de 12h30 à 14h30.

