

# LC2412: FRENCH FOR BUSINESS

---

## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

French for Business

### Subject Code

LC - CFML CSL Language Centre

### Course Number

2412

### Academic Unit

CFML CSL Language Centre (LC)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

Other Languages

### Other Languages for Medium of Instruction

French supplemented by English

### Medium of Assessment

Other Languages

### Other Languages for Medium of Assessment

French supplemented by English

### Prerequisites

LC2401/LT2401/CLA2401 French 1; or  
LC2406/LT2406/CLA2406 Intensive French 1 and 2

### Precursors

Nil

### Equivalent Courses

LT2412/CLA2412/CLA3412/EN2874 French for Business

**Exclusive Courses**

Nil

**Part II Course Details****Abstract**

This course emphasizes all four language skills (reading, writing, speaking and listening) by focusing on various facets of the world of business. It also develops students' understanding of French institutions and business practices. In this course students will learn to use appropriate technical vocabulary for different business contexts, do some translation, write professional correspondence, and read articles related to world of business, economics, and finance. Cross-cultural differences regarding the work place will also be covered.

**Course Intended Learning Outcomes (CILOs)**

| CILOs |   | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|-------|---|---------------------|--------|--------|--------|
| 1     | Communicate orally in a French language business environment on intermediate A1.2 level of the Common European Framework of Reference for Languages     |                     | x      | x      | x      |
| 2     | Communicate in writing in a French language business environment on intermediate A1.2 level of the Common European Framework of Reference for Languages |                     | x      | x      | x      |
| 3     | Master business related listening and reading comprehension on intermediate A1.2 level of the Common European Framework of Reference for Languages      |                     | x      | x      | x      |

**A1: Attitude**

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

**A2: Ability**

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

**A3: Accomplishments**

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

**Teaching and Learning Activities (TLAs)**

| TLAs | Brief Description   | CILO No. | Hours/week (if applicable) |
|------|---|----------|----------------------------|
| 1    | Role play, pair work, group work, reading exercises, writing exercises, listening exercises | 1, 2, 3  |                            |

**Assessment Tasks / Activities (ATs)**

|   | <b>ATs</b>                                   | <b>CILO No.</b> | <b>Weighting (%)</b> | <b>Remarks (e.g. Parameter for GenAI use)</b> |
|---|--|-----------------|----------------------|---|
| 1 | Midterm written test                         | 1, 2, 3         | 30                   | Individual assessment                         |
| 2 | Final oral test (role play with the teacher) | 1, 2, 3         | 20                   | Individual assessment                         |
| 3 | Final written test                           | 1, 2, 3         | 50                   | Individual assessment                         |

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

1. Midterm written test

**Criterion**

Demonstrate an ability to write using grammatical features and vocabulary, read a document and listen at an A1.2 level of the Common European Framework of Reference for Languages

**Excellent (A+, A, A-)**

The student is able to apply the grammar concepts and the vocabulary related to business in the target language. He/she is able to read a business document (memo, report, email), understand its content and answer questions referring to this text. He/she is able to listen to a short dialogue in the target language related to a business matter and explain its content.

**Good (B+, B, B-)**

The student does not apply all the grammar concepts seen in class and makes some mistakes. He/she is able to read a business document (memo, report, email) but does not fully understand its content and answer question referring to this text with a few mistakes. He/she is not able to transcribe the full content of a dialogue (listening)

**Fair (C+, C, C-)**

The student does not apply the grammar concepts seen in class and make mistakes. He/she is able to read a business document but does not fully understand its content and answers questions referring to this text with mistakes. He/she is not able to transcribe the full content of a dialogue (listening)

**Marginal (D)**

The student does not apply the grammar concepts seen in class and lacks the writing ability to write about business issues. He/she struggles to read a business document (memo, report, email) and has difficulty explaining its content. He/she has difficulty transcribing the content of a dialogue (listening)

**Failure (F)**

The student does not apply the grammar concepts seen in class and cannot write a document related to a business issue. He/she cannot read a business document (memo, report, email) and explain its content. He/she is not able to transcribe the content of a dialogue (listening)

**Assessment Task**

2. Final oral test

### **Criterion**

Demonstrate an ability to speak and interact using grammatical features and vocabulary, proper questions and answers and to pronounce effectively and perceptibly. Use of conversation skills at an A1.2 level of the Common European Framework of Reference for Languages

#### **Excellent (A+, A, A-)**

The student's pronunciation is intelligible and perceptible almost like a native speaker. There is no grammar or sentence structure mistake. The student is engaged in the conversation, asking and answering questions without hesitation. The vocabulary is well utilized.

#### **Good (B+, B, B-)**

The student's pronunciation is intelligible with a few mistakes. There are a few grammar or sentence structure mistakes. The student is engaged in the conversation, asking and answering questions sometimes with hesitation.

#### **Fair (C+, C, C-)**

The student's pronunciation is not very accurate but still understandable. There are some grammar or sentence structure mistakes. The student is engaged in the conversation but looks for his/her words or hesitates.

#### **Marginal (D)**

The student's pronunciation is not accurate and difficult to understand. Many grammar and/or sentence structure mistakes make the conversation difficult to follow. The vocabulary is poor.

#### **Failure (F)**

The student's pronunciation is not accurate and not intelligible. The student lacks the necessary grammar, vocabulary and sentence structure. The student does not interact, ask or answer questions.

---

### **Assessment Task**

#### 3. Final written test

### **Criterion**

Demonstrate an ability to write using grammatical features and vocabulary, read a document and listen at an A1.2 level of the Common European Framework of Reference for Languages.

#### **Excellent (A+, A, A-)**

The student is able to apply the grammar concepts and the vocabulary related to business in the target language. He/she is able to read a business document (memo, report, email), understand its content and answer questions referring to this text. He/she is able to listen to a short dialogue in the target language related to a business matter and explain its content.

#### **Good (B+, B, B-)**

The student does not apply all the grammar concepts seen in class and makes some mistakes. He/she is able to read a business document (memo, report, email) but does not fully understand its content and answer question referring to this text with a few mistakes. He/she is not able to transcribe the full content of a dialogue (listening)

#### **Fair (C+, C, C-)**

The student does not apply the grammar concepts seen in class and make mistakes. He/she is able to read a business document but does not fully understand its content and answers questions referring to this text with mistakes. He/she is not able to transcribe the full content of a dialogue (listening)

#### **Marginal (D)**

The student does not apply the grammar concepts seen in class and lacks the writing ability to write about business issues. He/she struggles to read a business document (memo, report, email) and has difficulty explaining its content. He/she has difficulty transcribing the content of a dialogue (listening)

**Failure (F)**

The student does not apply the grammar concepts seen in class and cannot write a document related to a business issue. He/she cannot read a business document (memo, report, email) and explain its content. He/she is not able to transcribe the content of a dialogue (listening)

**Part III Other Information****Keyword Syllabus**

Dealing with French clients via email/phone. Attending meeting/conferences. Secretarial. Report/Memento. Vocabulary specific to the world of business. French companies (categories, duration of work, trade unions, organization, etc.). Classified advertisement. Interview. Curriculum Vitae

**Reading List****Compulsory Readings**

| Title |                |
|-------|----------------|
| 1     | Course booklet |

**Additional Readings**

| Title |   |
|-------|---|
| 1     | Sylvie Poisson-Quinton, Evelyne Siréjols, Cécile Bruley (2010). Intro. Méthode de Français. Paris. Clé International                                |
| 2     | Guy Capelle, Robert Menand (2009). Le nouveau Taxi 1. Paris. Hachette   |
| 3     | Maia Grégoire (1998). Grammaire Progressive du Français. Niveau Débutants. Paris : Clé International  |
| 4     | Lucile Charliac, Jean-Thierry Le Bougnec, Bernard Loreil, Annie-Claude Motron (2003). Phonétique Progressive du Français. Paris : Clé International |
| 5     | Claire Miquel (2001). Vocabulaire Progressif du Français. Niveau Débutant. Paris : Clé International  |