

Syllabus for
FRE 306—Business French
4 Credit hours
Spring 2000

I. COURSE DESCRIPTION

A study of French in its application to business including terminology with respect to office procedures and international marketing.

Prerequisite: FRE 204.

This practical course is a study of French in its application to business including terminology with respect to office procedures and international marketing. Various aspects of communication in the market place will be explored, including letter-writing and telephone conversations using polite and appropriate levels of address. Considerable attention will be given to utilization of computers. Procedures of several model companies will be examined. A special feature of the course will be the focus on students' anticipated needs, whether in the area of import, export, stock market or government work.

II. COURSE GOALS

This course is designed to do the following:

- A. introduce the student to the essential vocabulary and style specific to French business.
- B. acquaint the student with the basic workings of the French economy and everyday business terms.
- C. present the student an overview of the infrastructure of the French economy.
- D. survey the services (customs, banking, stock exchange, advertising, real estate, and taxes) that support the system.
- E. familiarize the student with standard business correspondence.

III. COURSE OBJECTIVES

A. Terminal Objectives

As a result of successfully completing this course, the student will be able to do the following:

- 1. read text materials in French.
- 2. take notes from the course lectures presented in French.
- 3. participate in class discussions.
- 4. translate documents and correspondence from French to English.
- 5. translate business letters from English to French.
- 6. compile a list of useful business acronyms and terminology.
- 7. research business articles in current French magazines and present an oral report to the class in French.
- 8. use the metric system.
- 9. use the French monetary units and be aware of the current rate of exchange.
- 10. survey the major French business firms that engage in export to the USA.

B. Objectives for students in Teacher Preparation Programs

The Course Goals for the Teacher Preparation Program meets the "competency-based" requirements established by the Oklahoma Commission on Teacher Preparation. This course meets the following competencies:

1. Listening
 - a. Understands main ideas and supporting details of oral presentations and conversations (e.g., prepared speeches, news broadcasts, interviews, short lectures).
 - b. Understands spontaneous speech on a variety of basic topics.
 - c. Comprehends sustained conversation or narrative of general topics.
2. Speaking
 - a. Initiates, sustains, and closes a general conversation.
 - b. Narrates and describes events, objects and activities with supporting details.
 - c. Participates in spontaneous, face-to-face conversation involving more complicated skills and social situations, such as elaborating, apologizing, debating.
 - d. Displays some ability to support opinions, explain in detail, and make assumptions.
 - e. Uses varied strategies, such as paraphrasing or restating, to facilitate communication in the language being studied.
3. Reading
 - a. Reads authentic (from the culture of the language studied) materials, such as selected short stories, poetry and other literary works, articles, personal correspondence and simple technical material written for the general reader.
 - b. Comprehends facts in authentic (from the culture of the language studied) texts and materials and makes appropriate inferences.
 - c. Comprehends authentic (from the culture of the language studied) communications via various media and technology.
4. Writing
 - a. Communicates by writing simple facts and ideas.
 - b. Expresses narratives and descriptions of a factual nature.
 - c. Writes professional and social correspondence.
5. Culture
 - a. Is knowledgeable about the products of the culture of the language being taught.
 - b. Is knowledgeable about practices of the culture of the language being taught
 - c. Is able to compare and contrast local culture and cultures of the language being taught.
6. Second language acquisition
Is knowledgeable about first language development and its relation to second language learning.

IV. TEXTBOOKS

- A. Le Goff, Claude. French for Business. Paris: Hatier International, Inc., 1986.
- B. Dictionnaire économique et social

V. POLICIES AND PROCEDURES

- A. University Policies and Procedures
 1. Attendance at each class or laboratory is mandatory at Oral Roberts University.
 2. Double cuts will be assessed for absences immediately preceding or following holidays.
 3. Excessive absences can reduce a student's grade or deny credit for the course.
 4. Students taking a late exam because of an unauthorized absence will be charged a late

exam fee.

5. Students and faculty at Oral Roberts University adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software.

B. Course Policies and Procedures

1. Evaluation Procedures

- a. The evaluation of the student will be based on the following:

Class participation	10%
Homework	15%
Tests	60%
Final exam	15%

- b. The grade scaled is based on the following:

90%-100%	=	A
80%-89%	=	B
70%-79%	=	C
60%-69%	=	D
0%-59%	=	F

2. Special Assignments

- a. Students will prepare assigned exercises from the text.
- b. Students will translate various documents and correspondence from French to English.
- c. Students will compile lists of acronyms useful in the French business world.

4. Examinations

- a. five (5) written examinations during the semester.
- b. one (1) oral report for each student and a final written examination.

5. Late Examinations

- a. No student will be allowed to take an examination late unless he has received permission prior to the administering of the examination.
- b. A penalty will be assessed for all students taking examinations late.

VI. COURSE CALENDAR

<u>Week</u>	<u>Topic</u>	<u>Week</u>	<u>Topic</u>
1	Introduction, La Banque	9.	Les Assurances
2	Le Secrétariat		Examen No. 4
3	Les Sociétés Françaises	10.	La Publicité
	Examen No. 1	11.	Import-Export-Douanes
4	Le Service des achats		Examen No.5
5	Le Service des ventes	12.	La Bourse
	Examen No. 2	13.	Les Impôts-Les Syndicats
6	La Comptabilité	14.	Chambre de Commerce
7	Les Transports		Examen No. 6
	Examen No. 3	15.	Review
8	La Poste-France Télécom		Examen final

VII. ASSESSMENT SUMMARY

Larry Bolling
Name of Instructor

FRE 306
Course No.

Business French
Title of Course

Modern Language
Name of Department

MISSION

The lifestyle at ORU is rooted in the word "Wholeness." ORU seeks to educate the whole person, with balanced emphasis placed on the development of mind, spirit, and body.

GENERAL OUTCOMES

1. Spiritual Development
2. Physical Development
3. Communication
4. Analysis
5. Problem Solving
6. Valuing in Decision-making
7. Social Interaction
8. Global Perspectives
9. Effective Citizenship
10. Aesthetic Responsiveness

MAJOR OUTCOMES

Critical Thinking/Analysis, Problem-solving, Decision-making: Survey the services such as customs, banking, stock market, advertising, real estate, taxes, economy that support the French business world.

Communication: Ability to explain the basic workings of the French economy and everyday business in correct essential vocabulary specific to French business world, with standard business correspondence.

Global Perspectives: Gain factual knowledge of French business world and compare/contrast it to our own American system.

4. Aesthetic Responsiveness: Utilize terminology and knowledge of practices learned to conduct business between France and U.S.

COURSE OUTCOMES

Read the text materials in French well.

Participate in all class discussions and debates.

Translate business cards, letters, advertisements, legal documents between French and English.

Compile useful business acronyms and terminology.

ASSESSMENT OF COURSE GOALS

STIMULI:

Survey major French business forms that export products to the U.S.

Readings
Research
Presentations
Exams
Quizzes

CRITERIA:

Participation (based on homework)	15%
Quizzes	10%
Exams	75%