

**Georgetown University
Department of French
French 293 Syllabus**

**Professor: B.Bridaa
Email:bb804@georgetown.edu**



Class description

This course is designed for students with previous training in French. Business French is a language course that helps students to gain an overall understanding of the French and Francophone business culture and practices. Students will also acquire specialized terminology related to the French-speaking global market and an understanding of the organization of French companies. Emphasis will be placed on the interaction between Business and Culture in order to increase students' cross-cultural awareness in the business environment. Content will focus on oral and written communication. By the end of the semester, Students will be able to acquire the linguistic, intercultural, and critical thinking skills needed to navigate and work in a francophone country.

Prerequisites for this course are:

1 gateway class

2 gateway classes if you are a major

Course Objectives and Learning Outcomes

- Provide Students with business communication skills (oral and written).
- Learn business-related terminology related to economics, finance, sustainable development, entrepreneurship, marketing, and human resources.
- Understand the administrative structure of France and learn more about the most important economic sectors in France and francophone countries.
- Reflect on and analyze business models and marketing campaigns and strategies.
- Develop an awareness of French and francophone business cultures in order to become functional in a francophone business environment by understanding personal and intercultural interactions.
- Compare and contrast French and American business practices.
- Enhance Student's critical thinking skills by assessing and analyzing real-case studies and developing new ones.

- Examine and formulate a plan for applying for work in the French-speaking world: design and compose CV and cover letter in French and participate in a (mock) job interview for a position in a French company.
- Debate, negotiate and interview in French.

Examen de la CCIP

This course prepares students to take the Chambre de Commerce et d’Industrie de Paris Ile de France Diplôme de Français Professionnel B1 or B2 (DFP –épreuves écrites et orales) at the end of the semester. **This exam is optional. The Diploma in French for Business** will enable you to show your ability to use oral and written French in an effective manner in the **principal situations of professional communication**, and that you are **fully prepared** to handle the interpersonal, administrative and commercial aspects of company business. Diplomas in French for Professions are recognized by **multiple European governments, including those of France.** **If you are interested in taking the exam, you must sign up in October to be able to take the exam at the end of the semester.**

It will be an important addition to your resume!

This exam is optional. It costs 100 dollars. The Diploma in French for Business will enable you to certify that you are able to use oral and written French in an effective manner in the principal situations of professional communication, and that you are fully prepared to handle the interpersonal, administrative and commercial aspects of company business.

<https://www.lefrancaisdesaffaires.fr/tests-diplomes/diplomes-francais-professionnel-dfp/>

Course Materials

No book needed. All material will be posted on Canvas.

Grading and Assessment

Students are expected to arrive on time, attend all classes and stay for the duration of the class. More than 5 absences non-justified by a doctor’s note or the dean will automatically result in an F. In case a student cannot be present, he or she is expected to write an email to the instructor explaining the reason of the absence.

| <i>Course requirements and exams</i> | <i>max %</i> |
|---|--------------|
| Participation & Class Discussion & Homework & Blog & Attendance (5%) | 15 |
| Oral Presentations (articles) | 15 |
| Tests | 20 |
| Présentations thématiques/ Etudes de cas | 15 |
| Professional Portfolio (CV, cover letter, thank you letter, recommendation request) | 10 |
| L’invité de l’éco | 10 |
| Projet Final | 15 |

Homework

Students are expected to read and complete all assignments before class and fully engage in group activities and class discussions. Homework will include written and oral assignments. You should expect to spend 1-3 hours on your homework between class periods.

Participation

You are expected to participate actively in class and, answer questions and work in teams. Thank you for turning off your cell phone in class.

Blogs/Discussions

You will post a brief reaction on Canvas a short paragraph--to each article presented in class by 10 p.m. before the next class. You will do so by using the Discussion feature on canvas. Late submission will result in an F.

News – articles and presentations thématiques

Present, summarize, analyze and comment an article from Francophone websites or French News Broadcast. Articles will be presented individually. Presentations thématiques/études de cas will be presented in group. Calendar and subjects of presentations are posted on Canvas.

Tests

You will have **4 Test** on vocabulary et contenu. Dates will be posted in advance on Canvas in “Devoirs”.

Professional Portfolio

Will include the preparation of a CV, cover letter, thank you letter, and various other forms of professional communication appropriate for the French job market.

L’invité de l’Eco (Group)

You will watch bi-weekly broadcasts of L’invité de l’éco. You will be working with a partner for a debate simulation (10 minutes)

<https://www.france24.com/fr/emissions/invite-eco>

Final Project and Dossier- Counts as a Final Exam (Group)

It’s a simulation of a project to create your own company. You will work in groups to create your own enterprise with your “business partners”. Each student in the team will be part of a board. Each one will have an assigned role, title or job (communication director, VP, sales director, Marketing director, PR, etc.) In small groups, you will launch a new product in France or a French speaking country. You will develop a business strategy, a marketing and advertising campaign.

You will present your final project at the end of the semester.

HONOR SYSTEM

Unless otherwise indicated, **all work is to be yours alone**, and you are expected to adhere to the **Honor System** (<http://honorcouncil.georgetown.edu/system/policies>) at all times. Using online translators is not allowed. Please note that copying from any source, including internet, newspapers, and books without attribution constitutes plagiarism, which **will result in failure of the course and will be reported to the university Honor Council.**

STUDENTS WITH DISABILITIES POLICY

Students with disabilities should contact the Academic Resource Center (Leavey Center, Suite 335; (202) 687-8354; arc@georgetown.edu; <https://academicsupport.georgetown.edu/>) before the start of classes to allow their office time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your instructors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

TOOLS AND TECHNICAL REQUIREMENTS

In this online course, you can expect to:

- Communicate with your professor and classmates regularly via Zoom, email, discussion boards, and other technologies available.
- Use applications such as Google Docs or VoiceThread to create documents and work on projects.
- Submit assignments in Canvas.
- Upload and download saved files (including text, audio, and video).
- Use a webcam to record videos.

Computer Requirements

- You will need access to a computer (Windows or Mac) and adequate Internet service to complete this course. Although you can use other devices such as smartphones and tablets for some online coursework, please note that some tools may not work on tablets or smartphones.
- You will also need an internal or external microphone and camera to complete this course. While you can use any browser to access Canvas please note that some tools may only work with certain browsers.
- The minimum requirements needed to use Canvas can be found in this [Canvas guide](#).

This class will be held synchronously on **T&TH**, unless otherwise specified by your instructor. In the event that one or more students enrolled in this course might be joining from locations in distant time zones, making it impossible for them to attend class synchronously, lectures and discussions will be recorded on Zoom and made available on Canvas.

COMMUNICATION EXPECTATIONS

Please feel free to email me with your questions, concerns, and/or to schedule a time to meet over Zoom. When sending emails please remember to follow the guidelines outlined below.

If you have general questions about assignments and course materials please post these questions in the General Discussion Board, which you can access by clicking Discussions in the course navigation menu. This is an open forum, and you are encouraged to give answers and help each other.

- *Check the syllabus.* Before sending your email or message, be sure that your question has not already been addressed in the syllabus or announcements.
- *Be patient.* If you have a concern and send me a message, you can expect a response within 2 business days.
- *Specify subject.* Subject line should include the topic of the message and class title.
- *Greet & Close.* E-mails should begin with a formal greeting and end with you signing your name in all messages/emails.
- *Check writing.* Proofread (i.e. grammar and spelling) your message before sending.

To learn French and become a confident and fluent speaker you must practice it frequently both in and out of class. **Your presence and active class participation** are therefore essential for this course. Participation will be evaluated in terms of preparedness, relevant contributions to class discussion and involvement in the learning process. Please note that the only way to learn to speak a foreign language is to speak it, which, in turn, involves making mistakes and learning from them. You should, of course, aim for a high degree of grammatical accuracy and fluidity in prepared presentations, but do not be afraid to ask questions and seek clarifications in class and during office hours.

Class participation will be evaluated in the following manner:

| Grade | |
|-------|--|
| A | <p>Student is always well-prepared: has done his/her very best on homework assigned. Always participates actively but also allows other students to participate: asks questions, responds to questions, makes the most of each group's activity with his/her partner, even when the activity is theoretically finished but that other students have not finished it yet. Always speaks in French except for the occasional tricky question that needs to be asked in English. Uses full sentences and sometimes spontaneously expresses himself/herself in more than one sentence.</p> |
| B | <p>Student is usually well-prepared: has done his/her very best on homework assigned, most of the time. Often participates but sometimes needs to be called upon: asks questions, responds to questions, and completes each group's activity but does not make the most of each group's activity. For example, student finishes the activity as quickly as possible instead of trying to continue to speak with his/her partner in a creative manner. Speaks in French but is easily tempted to switch to English if cannot easily express a thought or a question. Does not always speak in full sentences. Rarely uses more than one sentence at a time.</p> |
| C/D | <p>Student is not often prepared for class: has not completed many of the homework assignments. Participates in class minimally, and never spontaneously. Quickly resorts to English and does not try hard enough to speak French at all times. Rarely speaks in full sentences.</p> |
| F | <p>Student is not prepared and does not participate in class. Does not make the effort to speak French at all times.</p> |

Students need to make a note of all deadlines for homework, oral presentations, assessments, quizzes, tests and exams as NO EXTENSIONS or MAKE-UPS will be given. Students will receive no credit (a score of zero) for all assignments that are not completed on time unless accompanied by a university-sanctioned excuse.

Every student is entitled to **three unexcused absences** per semester. Additional absences will be excused only for serious circumstances discussed with the instructor and excused with proper documentation (Dean's note, doctor's excuse, etc.). Without such notification, absences exceeding 3 will lower your grade in this class. Six unexcused absences or more will result in an F in the course.

Students are also expected to arrive on time: for every three times a student arrives **more than 5 minutes late to class**, he/she will be counted as one unexcused absence.

| <i>Number of absences</i> | <i>Attendance Grade (%)</i> |
|---------------------------|-----------------------------|
| 0-3 | 10 |
| 4 | 6 |
| 5 | 2 |
| 6 and more | 0 |

FRENCH DEPARTMENT GRADING SCALE

| | | |
|------------|------------|------------|
| A (93-100) | A- (90-92) | |
| B+ (87-89) | B (83-86) | B- (80-82) |
| C+ (77-79) | C (73-76) | C- (70-72) |
| D+ (67-69) | D (65-66) | F (<65) |

Please click on the following link for more details about grading policy and withdrawal.

<https://registrar.georgetown.edu/covid-19-pass-fail-and-withdrawal-2/>