

FRENCH 2130: LE FRANÇAIS DES AFFAIRES/FRENCH FOR BUSINESS I

Course description

- Whether you want to work in a Francophone country one day, be able to communicate with French-speaking business partners, develop your intercultural savviness by understanding a foreign business context better, or simply read the specialized press in French, this course is for you! This course is a general introduction to business French that will provide you with the linguistic tools applicable to any French-speaking professional context.
- After completing this course, you will have the opportunity to receive one of the official certifications offered by the *Chambre de commerce et d'industrie de région Paris Ile-de-France: le Diplôme de Français Professionnel (D.F.P.), option Affaires*. This diploma is recognized by major companies and schools around the world and is a token of your professional competence in French. The exam will be held on campus during reading days.

Prerequisites

- French 2000 highly recommended.
- No business background necessary.
- **Native speakers or students with a French International Baccalaureate should register directly in French for Business II (do not hesitate to contact me if you are unsure of the right level for you)**

Course materials

- A-L Dubois, B Tauzin : *Objectif Express 2 Le monde professionnel en français B1/B2.1*, Hachette Livre, 2016.
- Additional texts and materials for the course will be posted on the Canvas site.

Course structure

- For the Fall 2024 semester, FREN 2130 will be taught entirely in person, 90 min/twice a week.
- Office hours in person or via Zoom will be bookable online in order to give everyone more opportunities to receive personal attention and additional practice.
- The Chamber of commerce Business French Diploma will take place on campus during reading days.

Course objectives

- By the end of the semester, students will:
 - gain a greater understanding of the economic, social, and political context in France;
 - acquire the specific terminology that will allow you to understand and analyze economic and business-related (written and spoken) documents;
 - be able to communicate in both writing (e.g. letters, emails) and speaking (e.g. negotiations, presentations) in professional settings;
 - understand the specificities of French companies and of doing business in France;
 - develop a better intercultural competence by exploring the cultural particularities of business practices across national boundaries.
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Required work

Written (2) - individual

15%

During the semester, you will practice professional communication in French by writing professional emails.

Group projects (2 written, 2 oral)

30%

Scénarios professionnels - There will be two group projects. All members of the group will receive the same grade. One class session will be dedicated to working with your group.

Stratégie marketing – As a group you will analyze a French advertisement of your choice and discuss the marketing strategy of the company.

Réaction sur l'actualité - Each group will be responsible for preparing a 30-minute presentation centered around a contemporary business question.

Engagement and participation

10%

Attendance will be taken, and engagement assessed each class. You should use Course Absence Reports to inform your instructor of your upcoming absences. Tardiness disrupts the flow of the class, therefore excessive tardies may accrue to an absence. To create the best environment for communication in the target language, electronic devices are not allowed in class, unless otherwise specified for a particular activity.

Dossier de candidature

20%

You are currently in the job market and seeking a suitable position. You have come across a job posting that aligns with your skills. Your task is to create a LinkedIn profile in French and write a cover letter.

Oral exam - individual (2)

15%

Two individual oral interviews based on real-life prompts and corresponding respectively to levels B1 and B2 of the DFP.

Homework preparation

10%

Complete your homework before coming to class: readings, quizzes, discussion posts, etc.

Business French Diploma

- The French Department at Penn has a long-standing partnership with the *Chambre de commerce et d'industrie de région Paris Ile-de-France*. After completing this course, you will have the opportunity to receive one of the official certifications that they offer: *le Diplôme de Français Professionnel (D.F.P.), option Affaires*. This diploma is recognized by major companies and schools around the world and is a token of your professional competence in French. The exam will be held on campus during reading/exam days. Participation is voluntary and for a fee. You may choose level B1, B2 or C1.
- For more information, please visit: <http://www.lefrancaisdesaffaires.fr/tests-diplomes/diplomes-francais-professionnel-dfp/affaires/>