

FRENCH 3130: LE FRANÇAIS DES AFFAIRES/FRENCH FOR BUSINESS II

Course description

- In this course taught entirely in French, you will imagine and design your own business to be implemented in France (or the French-speaking country of your choice).
- In order to be successful in this venture, you will first learn about the particularities of doing business in France, from the legal constraints to the mindset of the French consumer.
- In addition, you will need to refine your knowledge and understanding of the economic, social, and political climate in France. To achieve this goal, you will analyze a number of authentic documents, ranging from news articles to financial statements.
- You will also develop your intercultural understanding through studying marketing and advertising campaigns as well as feature-length films depicting the business relations in France.
- You will get the opportunity to take the Chamber of commerce Business French Diploma (optional).

Prerequisites

- Advanced level of French. *French for Business I* (FREN 211) highly recommended.

Course materials

- All texts and materials for the course will be posted on the Canvas site.

Course structure

- For the Spring 2023 semester, FREN 313 will be taught entirely in person, 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;
 - be able to find, understand, and analyze economic and business-related (written and spoken) documents;
 - be able to communicate in both writing (e.g. CV, letters) and speaking (e.g. presentations, negotiation) in professional environments;
 - conduct debates and discussions on current issues in French;
 - develop a better intercultural competence by exploring the cultural particularities of business professionals across national boundaries;
 - create their own business and imagine its implementation in the French-speaking country of their choice.

Required work

Final project – Ma petite entreprise

35%

- You will work in small groups to create a business to be implemented in France or the French-speaking country of your choice. You will need to think through every necessary step of the process. You will then:
 - formally present your business plan in class (as if you were trying to convince potential investors) during the last week of class (individual grade – **15%**)
 - turn in a longer written report one week after the end of class (group grade – **20%**)

Midterm

20%

- At mid-semester, you will write a *Dissertation* (French formal essay) at home. You will choose your individual topic of interest and submit it to your instructor for approval.

La classe est à vous

15%

- It's your turn to teach a course! In small groups, you will lead a class presentation and discussion on the topic of your choice. Topics will be approved by the instructor and materials reviewed before class.

Engagement

15%

- Attendance and active participation in all classroom activities is essential to succeed in this course. This entails a consistent willingness to play a strong role in both whole class and small group discussions by offering opinions, comments, and questions; careful reading, in advance, of assigned material; and the completion of assignments in a thorough and timely fashion.
- In order to foster a welcoming environment, students in this course are expected to exercise consideration and respect in their speech and actions; attempt collaboration and consideration, including listening to others and working in pairs and small groups, and refrain from demeaning, discriminatory, or harassing behavior and speech.
- Includes the *revue de presse* (3 news article that you will select and present to the class).

A votre avis

20%

- You will also be asked, among other things, to research and present on a marketing/advertising campaign of your choice; prepare a French CV; compare two business cultures, and take part in a mock investment exercise.

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 days. Participation is voluntary and for a fee.
- For more information, please visit: <http://www.lefrancaisdesaffaires.fr/tests-diplomes/diplomes-francais-professionnel-dfp/affaires/>