**ADVANCED BUSINESS FRENCH I**

**Syllabus for French 3061**

**Fall 2007, T/TH 9:35-10:55, Swann 106**

**Georgia Tech, School of Modern Languages**

Instructor: Dr. Christophe Ippolito

* Office hours: T/TH 11 :00-12:00, 2 :30-3:30 and by appointment
* Office : Swann 226

##          Phone (Office): 404-385-0190

##          Phone (Home) : 404-355-4260

##          Cell Phone : 415-420-3672

##          Fax (Office) : 404-894-0955

* Email: [christophe.ippolito@modlangs.gatech.edu](mailto:christophe.ippolito@modlangs.gatech.edu) ou [cippolito6@mail.gatech.edu](mailto:cippolito6@mail.gatech.edu)

## 

COURSE MATERIAL

* **Required Textbook**: Berg, R.-J. *Parlons affaires! Initiation au français économique et commercial*. 2nd edition. Boston: Thomson-Heinle, 2006

(The book is available at Barnes and Nobles, Spring Street.  Only Modules 3, 4, 5, 6, 7, Appendice C and elements of module 2 will be studied in this course. Other modules will be studied in the continuation course French 3062.)

**Site Internet:** [**http://parlonsaffaires.heinle.com**](http://parlonsaffaires.heinle.com/)

* Course packet: Selected documents and links on each unit studied, including a Course Reader and a “Table de documents”, as well as in-class activities.

* Suggested: A good bilingual dictionary (Robert, Robert-Collins, Harraps…)

COURSE DESCRIPTION

This course, Advanced Business French I, presents an overview of French commerce, communications, publicity, various social milieus, and the workplace.  This first part of the Advanced French Business Sequence will focus on enterprises in France (typology, entrepreneurship, organization, marketing) and basic practical tasks such as job hunting and communicating orally and in writing (by phone, email or letters...).  Training will include memorizing business vocabulary, role plays, presentations, case studies, discussions, analyses of films and documents including from the Internet, and other activities.  Credit Hours: 3. Prerequisite: FREN 2002 (Two years of French at the college-level or equivalent).

COURSE OBJECTIVES

This course should help you develop 5 essential skills in French at \*ACTFL’s advanced level: speaking, listening, reading, writing, while getting acquainted with French basic business culture today.  The French business sequence also prepares you for the French diplomas \*DFA 1 and \*DFA 2. Last but not least, a student should be able to fulfill her/his own goals for this course.

|  |  |  |
| --- | --- | --- |
| **ML PERFORMANCE GOAL #1: PROFESSIONAL COMMUNICATION** | | |
| **ML Learning Outcome 1 : Demonstrate oral and aural proficiency in the target language** | FREN 3061: Students will demonstrate oral proficiency at the Advanced level on the ACTFL scale | |
| **ML Learning Outcome 2:** Demonstrate effective presentation skills in the target language | FREN 3061: Students will demonstrate the ability to present in class for 5 minutes or more without notes on a complex topic | |
| **ML Learning Outcome 3: Demonstrate writing proficiency in the target language** | FREN 3061: Students will produce a variety of essays at the Advanced level on the ACTFL scale | |
| **ML Learning Outcome 4:**  Demonstrate proficiency in comprehension of authentic written texts in the target language | FREN 3061: Students will demonstrate comprehension of authentic texts related to complex topics about Business French | |
| **ML PERFORMANCE GOAL #2: INTERCULTURAL SKILLS AND KNOWLEDGE** | | |
| **ML Learning Outcome 5: Demonstrate in-depth knowledge of a *specific* target-language country or region** | | FREN 3061: Students will **demonstrate in-depth knowledge of** Business French |
| **ML Learning Outcome 6:**  Demonstrate the ability to analyze an issue from target-culture perspective(s) | | FREN 3061: Students will analyze issues in different areas of Business French |
| **ML Learning Outcome 7:**  Demonstrate critical reflection on cultural complexity and context | | FREN 3061: Students will analyze complex issues in Business French |

COURSE EVALUATION / ASSIGNMENTS

10%    **Participation** required (quantity, quality; French only in class); see attendance/lateness policy for further details. Make a constant effort to participate in each class.  For units 4-7, preparing well the sections “Traduction” and “Entraînement” at home will greatly help you as we will cover these sections in class.

20%     **Oral presentations**.  The grade for the first oral presentation is only indicative and does not count for the final grade, as this first oral presentation is intended to train you for the others.  The average of your three best grades (out of the remaining 4, including your interview in unit 3) will determine this part of your grade.  Some of these presentations may be made in groups, in which case the same grade would be shared by the whole group.

10%     **Homework** (activities in Berg’s book including online activities, and activities in the course packet as required).  For each unit (except unit 1), you have to read the corresponding “module” or pages in Berg.  Pages to read for each day are indicated in the schedule below.  Homework for the first three units is limited to reading documents in the course packet (including online) and preparing the job search portfolio (unit 3).  For units 4-7, complete the online exercises for chapters 4-7 at [**http://parlonsaffaires.heinle.com**](http://parlonsaffaires.heinle.com/), and print them to hand them to me **in class** on the day indicated in the schedule below.  And of course, you have to prepare for good participation in class, the job search portfolio, oral presentations, and other tests.

10%     **(Short)** **Quizzes** on Berg’s material only (not on any material in the course packet).  The average of your four best grades (out of the 5 quizzes) will determine this part of your grade.  Primary emphasis will be on the mastery of the vocabulary presented by Berg: memorize the section “lexique” at the end of each chapter.  No quizzes on the first two introductory units.

10%     **Job Search Portfolio** (written part only): a job ad, and your CV and cover letter in French.  Your grade for this section is the average between the first and second drafts of the cover letter and CV.

10%     **Midterm Examination** (on units 1-3)

20%     **Final Project** (in groups only, on advertising, with emphasis on multi-media tools)

10%     **Final Examination** (on units 4-7)

Check test dates below as make-up tests will not be given without a letter from doctor or Dean.  Tests examine not only what you know, but how well you know it and how quickly you can put it into use.

The assignments are designed to help you put into use the material you will study, and should be handed in class on the day indicated in the schedule below.  Questions welcomed.  Assignments handed late will be penalized: B maximum for an assignment delivered at the beginning of the next class, C maximum for an assignment handed to me more than a week late.

\* (DFA= Diplôme de français des affaires, 1=1er degré, 2=2nd degré ; ACTFL : American Council on the Teaching of Foreign Languages)

COURSE POLICIES:

*Welcome to my office!*

Do not hesitate to come and see me as often as you want! You can also take an appointment if these hours are not convenient to you, or just drop by (I am often in my office).  Especially, come as soon as you feel you have any problem and/or need help with anything.  Take at least two appointments with me to discuss honestly your progress and difficulties.  I will make sure your questions, concerns or suggestions get the attention they deserve.  I will be happy to inform you on your grades.  I will also be happy to help you as much as I can with your homework assignments, your latest essay/project, any issue pertaining to the course, the French program here at Georgia Tech, or queries on France and Francophone cultures.  When I am not in my office, the best way to reach me is to email or call me on my cell phone, any day including week-ends between 9 am and 9 pm, rather than leave a message on my office voice mail.

*Attendance, Academic Honesty*

**Your presence and active participation in class is essential**. Daily class attendance is required.  Please be on time too.  Being late once or twice is understandable, but half a point off will be deducted from your final grade for each additional occurrence of lateness (please let me know at the start of the semester whether you have a class on the other side of campus).  Two unexcused absences allowed (an excused absence has to be documented by a letter from doctor or Dean); one point off your final grade for each additional unexcused absence. Cell phones off in class.  Georgia Tech offers accommodation to students with disabilities: please see [www.adapts.ga.edu](http://www.adapts.ga.edu/).

This course complies with **GT Academic Honor Code**: please see [www.honor.gatech.edu](http://www.honor.gatech.edu/).  Of course, you will train with your acting partners; however, you are on your own concerning the essays.  I am interested in your work, and not in that of a friend or material copied form the internet or any other source.  Avoid plagiarism at all costs, and always quote all your sources.  Any form of cheating (be it on an essay or a test or any other assignment) is discouraged and will affect your grade.  Internet-based tools make it extremely easy today to find out whether somebody pasted material from the internet or other sources.

*Organization*

The work on each of the 7 units (or *modules*) is task-oriented (see schedule below).  Except for introductory modules 1 & 2 (for which you will receive no grade, you will have not only to know the material but also to apply it.  Prepare these tasks well in advance, especially when you have to present in groups.  Visuals are appreciated; use of PowerPoint or web files is welcome.  You may always see me before a presentation to discuss what you plan to do or other issues.

I am indebted to Dr. Lionel Gall for his invaluable advice on this course.

**ADVANCED BUSINESS FRENCH I / FALL 07: SCHEDULE**

**août**

mardi   21        Introduction. **Module 1: L’économie française: contexte.**

jeudi    2          Intercultural issues.

**Homework:** Read the text “Camembert et TGV,” or “Florence, cadre,” or “Le rêve américain” in dossier 1.

mardi   28        **Oral Presentation # 1** (ungraded): on 1/ a French region/city/community and

\                       aspects of its economic situation/potential, OR 2/ an article on intercultural issues

**Homework:** To prepare, see links and lists of commented articles in dossier 1

jeudi    30        **Module 2:** **Communiquer en français en entreprise: phone and email**

**Homework:** Read Berg, Appendice B, pp. 34-37 and “Au téléphone”, FAF, p. 151 in dossier 2 (FAF= *Faire des affaires en français* (see course reader)).

**septembre**

mardi   4          **Module 3:** **A la recherche d’un emploi (see Berg, Module 3, and dossier 3)**

**Homework:** Read Berg, pp. 47-57.

jeudi    6          The Job Search

**Homework:** Selected (or imaginary) Job Ad, CV and cover letter (1st draft).

mardi   11        **Quiz 1** (on Berg’s module 3)

**Homework:** Read “Recrutement d’une secrétaire de direction : petite annonce / CV / Lettre de candidature, exercices oraux/écrits, FAF, pp. 41-47 in dossier 3.

jeudi    13        The Job Search

**Homework:** Second draft of CV and cover letter.

mardi   18        Mocked Interviews: practice session

**Homework:** Read Berg, p. 57-59 and “Entretien”, in OE (*Objectif Entreprise*, see course reader), p. 41, in dossier 3.

jeudi    20        **Oral presentation # 2: Mocked Interviews.**

**Homework:** in preparing your interview, don’t forget to make copies of your CV/letter for your fellow students.

mardi   25        **Midterm (on units 1-3)**

jeudi    27        Module 4: **Typologie des entreprises (see Berg, Module 4, and dossier 4)**

**Homework:** Read Berg, pp. 65-75

**octobre**

mardi   2          Quiz 2 (on Berg’s module 4)

**Homework:** Submit to me in class a quick outline for oral presentation # 3.

jeudi    4          Oral presentation # 3 on a French company of your choice.

**Homework:** Exercises on Berg’s chapter 4 at [**http://parlonsaffaires.heinle.com**](http://parlonsaffaires.heinle.com/)

mardi   9          University holiday (no class)

jeudi    11        **Module 5: Création, croissance et déclin de l’entreprise (see Berg,**

**Module 5, and dossier 5)**

**Homework:** Read Berg, pp. 81-85 and “Les créateurs d’entreprise,” in OE, 117 in dossier 5.

mardi   16        **Quiz 3** (on Berg’s module 5)

**Homework:**  Read “L’entreprise en difficulté”, FAF, 114-116 et 119-121, in dossier 5.

jeudi    18        **Oral presentation # 4** on Berg, p. 87, III (“Et si l’on montait une petite

                        affaire…”) OR on issues a company has faced / is facing and ways to solve them

**Homework:** Exercises on Berg’s chapter 5 at [**http://parlonsaffaires.heinle.com**](http://parlonsaffaires.heinle.com/)

mardi   23        **Module 6:** **L’organisation de l’entreprise (see Berg, Module 6, and dossier 6)**

**Homework:** Read Berg, pp. 91-94

jeudi    25        Les différentes fonctions

**Homework:** Read Berg, pp. 95-99

mardi   30        **Quiz 4** (on Berg’s module 6)

**Homework:** Read in dossier 6: “Contrats de travail et congés,” FAF, 48-51;“La sécurité sociale” in Edmiston & Duménil, *La France contemporaine*, 130-132.

**novembre**

jeudi    1          CEO and others

**Homework:** Read interview of F. Dalle in dossier 6; submit to me the name of the person you will present on in oral presentation # 5.

**Homework:** Exercises on Berg’s chapter 5 at [**http://parlonsaffaires.heinle.com**](http://parlonsaffaires.heinle.com/)

mardi   6          **Oral presentation # 5** on a successful French business person (CEO or other). In

                        your presentation, analyze why this person has been successful.

jeudi    8          **Module 7:** **La mercatique (see Berg, Module 7, and dossier 7)**

**Homework:** Read Berg, pp. 103-109

mardi   13        Marketing

**Homework:** Read Berg, pp. 110-115

jeudi    15        Advertising

**Homework:** Read Berg, pp. 116-121. Exercises on Berg’s chapter 7 at [**http://parlonsaffaires.heinle.com**](http://parlonsaffaires.heinle.com/)

mardi   20        **Quiz 5** (on Berg’s module 7)

**Homework:** Submit to instructor an outline of your final project.

jeudi    22        Thanksgiving holiday (no class)

mardi   27        FILM in class: *Ressources humaines*

**Homework:** Read FAF: le marketing, la publicité (78-85) (8) in dossier 7

jeudi    29        FILM in class: *Ressources humaines*: discussion

Practice/training on final projects.

**décembre**

mardi   4          Presentations of final projects in groups

jeudi    6          Presentations of final projects in groups

**Final Examination** (see University schedule)

**This schedule is subject to changes.** Any changes will be announced in class, ahead of time.  Should you be absent on a day a change is announced, it is your responsibility to remain apprized of all changes.

Refer to this syllabus for explanation of your tasks and assignments (highlighted in bold characters).  Please do not hesitate to contact your instructor if you have any questions.

/