

GOA UNIVERSITY

Department of French and Francophone Studies
Syllabus of M.A. French Programme
as per CBCS

Programme: T.Y. B. A. (French)

Course Code: UFFD 102

Title of the Course: Business
Communication in French

Number of Credits: 4

Effective from AY: 2018-2019

<u>Prerequisites for the course:</u>	Any student pursuing Third year undergraduate programme in French at Goa University is eligible to take the course as an elective paper.	
<u>Objective:</u>	<p>This course introduces students to a specialized business language in order to help them to work and succeed in an international French-speaking environment. It lays emphasis on oral and written communication, as well as the acquisition of a business and commercial vocabulary dealing with the varied activities of a commercial firm. It aims, at</p> <ul style="list-style-type: none">• introducing students to the cultural and commercial etiquettes in Francophone societies.• developing student's linguistic skills and working knowledge of the vocabulary and expressions used in business transactions• helping students imagine and construct a letter of interest for a position in a French-speaking company and also plan a strategy for responding to a French interview and determine its efficiency by participating in a job interview in French.• Analysing a product, its potential success and devise a marketing campaign in French. <p>Furthermore, the course will engage students with the working world through practice in the job search process, CV preparation, interviewing, interacting and performing in a French-speaking working environment. In doing so, students will draw on valuable crossover skills from their own culture and their native language.</p>	
<u>Content:</u>	<p>Module 1- Apply for a Job</p> <p>-Job search, Job application: Cover letter and CV, -the fundamentals of a formal job interview: Prepare for an Interview, Do's and Don't during an interview. Simulation: Job Interview</p>	15hours

	<p>Module 2-Oral business communication:</p> <ul style="list-style-type: none"> - receiving calls & leaving voicemails - exchanging information on the phone - checking & clarifying facts & figures - making polite requests & enquiries - talking about professional experiences - delivering a presentation <p>Module 3-Written business communication</p> <ul style="list-style-type: none"> -Business Letter and email -Writing letters following up sales -Taking notes for a presentation -Report writing <p>Module 4- Marketing</p> <ul style="list-style-type: none"> -Introducing one's own company and product description -Placing an order, making a payment -study of advertisements and publicity material 	<p>15hours</p> <p>15hours</p> <p>15hours</p>
<u>Pedagogy:</u>	<p>The general methodological principles adopted for this course are based on integrating all four skills (reading, writing, speaking and listening) into highly motivational activities where the student is the protagonist, and in doing so reflects real life. Teaching methods and syllabus are based on the introduction of students to principles of autonomous and self-directed learning and LSP methodologies. This module will contain LSP in various media and forms of presentation (oral: lectures; audio-visual: TV, video; ICT: Internet, CD-ROMs). Independent work (group and individual) .Exercises in task setting and fulfilling. Role-plays will be used to reinforce the content learnt.</p> <p>Course taught in French</p>	
<u>References/Readings</u>	<p>PRESCRIBED TEXT BOOK : Selected bibliography and recommended websites included</p> <p>BIBLIOGRAPHY</p> <ol style="list-style-type: none"> 1. La correspondance commerciale française. Nathan 2. Le français de l'entreprise 3. Penfornis, J L. Vocabulaire progressif du français des Affaires- IntermediaireCLE International 4. Larousse, 500 lettres pour tous les jours 5. Cloose, Le français du monde de travail PUG 6. Scénarios professionnels 1 & 2 7. La pratique de l'expression écrite, Nathan 8. Penfornis, Le français de la communication professionnelle. 9. Communication progressive du français des Affaires- Intermediaire CLE International 10. Objectif Express 1 Nouvelle Edition 11. Affaires A suivre 12. Affaire.com 	

	<p>13. Comment vont les affaires ?</p> <p>14. Bloomfield, Anatole , Tauzin, Béatrice ,<i>Affaires à suivre</i></p> <p>15. Calmy, Anne-Marie <i>Le français du tourisme</i></p> <p>16. Sanchez-Macagno, Marie-Odile, Corado, Lydie, <i>Faire des affaires en français : analyser-s'entraîner, communiquer.</i></p> <p>WEBSITE</p> <p>http://www.ciel.fr/learn-french/business-french-exercises.htm</p>	
<u>Learning Outcomes</u>	<p>At the end of the course, students will be expected to demonstrate a marked ability to communicate in the target language, in particular to</p> <ul style="list-style-type: none"> • develop specialized terminology for the French-speaking workplace and use appropriate vocabulary/expressions and appropriate manners to hold business conversations • acquire basic knowledge of French socio-cultural values, which often inform French ways of doing business • design and compose their CV in French and appear for an interview in French. 	