

Assumption University
Theodore Maria School of Arts
Department of French for International Business
Course Outline 1/2025

Course : FIB 1517 French Culture and Society
Credits : 3 (3-0-6)
Status : Major Required and Free Elective for Non-Major Students
Prerequisite : None
Lecturer : Asst. Prof. Dr. Romain B. (section 401)
Contact : rbenassaya@au.edu
Class schedule : Monday/Thursday, 10:30-12.00 (SR401)

Course description : Introduction to contemporary French society and culture through discussions and authentic documents, focus on contemporary social issues and insights on arts, literature, gastronomy, and various aspects of French culture. This course is taught in English.

Course Learning Outcomes : This course aims at enabling students to:

CLO 1: Describe key aspects of French daily life, including customs, social norms, and regional differences
CLO 2: Identify and describe key historical, political, and cultural developments that have shaped contemporary French society.
CLO 3: Use relevant cultural references to support discussions or written reflections about contemporary French society.
CLO 4: Analyze cultural products (e.g., film, art, media) as reflections of French identity, values, and social issues.
CLO 5: Compare and contrast French societal values and traditions with those of their own cultures.

Corresponding Program Learning Outcome :

PLO 1	Identify basic concepts and contemporary issues through studies in disciplines of Arts, Humanities, Social sciences, Sciences, and Technology.
PLO 2	Describe fundamental concepts of linguistics, business and cultures.
PLO 4	Use receptive and productive English or French skills as well as presentation techniques to accomplish business-related tasks.
PLO 5	Apply soft skills including leadership and teamwork, and entrepreneurial spirit to deal with demands/tasks in the workplace.

Teaching/learning activities

1. Lectures
2. Group discussions
3. Case studies
4. Presentations
5. Term project

Course requirement : 80 % attendance (Maximum absence: 6 times)

Mark allocation

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Assignments	10 %
Quizzes	20 %
Term project and report	20 %
Midterm Examination	20%
Final Examination	<u>30 %</u>
TOTAL	<u>100 %</u>

Evaluation

80 - 100 = A	63 - 65 = C+
76 - 79 = A-	60 - 62 = C
72 - 75 = B+	56 - 59 = C-
69 - 71 = B	51 - 55 = D
66 - 68 = B-	0 - 50 = F

Textbooks/References:

1. Handout and workbook provided by the instructor
2. Catherine Carlo, Mariella Causa. *Civilisation progressive du français – Niveau débutant (A1)*. Cle International

Important information: The last day to withdraw with a “W” is **September 19, 2025**.

Study Plan and Schedule.

Week	Topics
1	Introduction to the course: content, requirements, evaluation Overview of the course Introduction to French Culture and Identity
2	Geography, Regions, and Local Identities Regional languages and traditions
3	Paris and province
4	Food, Gastronomy, and Everyday Life
5	French Family Life and Gender Roles
6	Key Moments in French History From the Revolution (1789) to the Fifth Republic
7	Key Moments in French History The French Colonial Legacy The Francophone world
8	Preparation for midterm examination
Midterm examination: August 5, 2025 (9:00 – 11:00)	
9	French Art, Architecture, and Museums
10	French Cinema and Popular Culture Contemporary media and TV
11	Literature, Language, and Cultural Debates
12	French industry and economics profile
13	France and the European Union / Global Stage
14	Contemporary Challenges
15	Preparation for final examination Final reflections and student presentations
Final examination: October 8, 2025 (13:00 – 16:00)	

Evaluation plan

	Week	Percentage
1. Assignments	Weeks 5, 7, 10, 12	10
2. Quizzes	Weeks 6 & 13	20
3. Term project and report	Week 15	20
4. Midterm examination	August 5, 2025 (9:00 – 11:00)	20
5. Final examination	October 8, 2025 (13:00 – 16:00)	30
Total		100

Au VISION

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING Au GRADUATES

Assumption University of Thailand envisions its graduates who:

1. are morally sound, committed to acting justly, and open to further growth.
2. appreciate freedom of expression, imbibe right attitudes and ideologies through a carefully integrated curriculum of Ethics, Science, Languages and Business Management.
3. achieve academic excellence through hard work, critical thinking, and effective decision- making.

Au MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover “Treasure Within” themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

Au UNIQUENESS

“An International Catholic University”

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS

(www.arts.au.edu)

VISION AND MISSION

Vision

Theodore Maria School of Arts, Assumption University of Thailand envisions itself as
“An international community of business communicators in Thailand”

Mission

the School will...

1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

Core Values

A = Adaptability
R = Responsibility
T = Togetherness
S = Sustainability

Organizational Culture : More Than Faculty We Are Family

Tagline : Language Education Business Inspiration

Core Competencies

Employability
Multiculturalism
Internationalization

Quality Assurance Process

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.

Do: Implement the plans and new processes developed.

Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.

Act: Apply actions necessary for improvement if the results require changes.

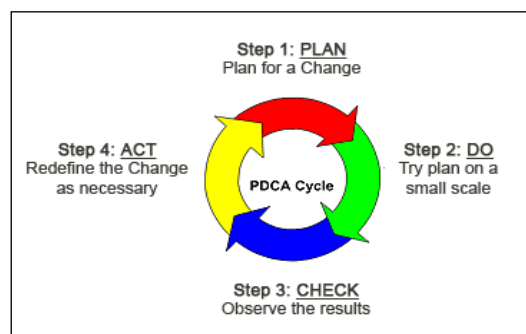


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an “F” in the subject to university suspension.