

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

**Course** : FR 3501 Business French  
**Credits** : 3 (3 hours) (3-0-6)  
**Status** : Major Required  
**Prerequisite** : FR2513 French IV  
**Lecturer** : Asst. Prof. Dr. Romain B. (section 401)  
**Contact** : [rbenassaya@au.edu](mailto:rbenassaya@au.edu)  
**Class schedule** : Monday/Thursday, 13:30-15.00 (SR401)

**Course description** : Understanding of various contexts in business communication, practice of reading, speaking and writing by using business vocabulary.

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

<b>CLO1:</b> Use spoken and written French to perform ordinary tasks in business settings.
<b>CLO2:</b> Apply French business vocabulary and terminology with an adequate level of accuracy to analyze and solve problems related to business professions.
<b>CLO3:</b> Apply cross-cultural communication strategies and etiquette when communicating in French within a business context.
<b>CLO4:</b> Use leadership and project management skills to collaborate effectively as part of a team in business-related scenarios.
<b>CLO5:</b> Formulate well-reasoned arguments and recommendations in French, using critical thinking skills, to solve problems related to business professions.

**Corresponding Program Learning Outcome :**

<b>PLO 5</b> <b>Business communication skills in French 4</b>	Apply French language skills to effectively communicate in various business contexts, such as presentations, negotiations, and written correspondence.
<b>PLO 6</b> <b>Collaboration and intercultural skills</b>	Demonstrate effective interpersonal and intercultural communication skills, fostering successful collaboration and teamwork within diverse business settings.

**Teaching/learning activities**

1. Lectures
2. Practice
3. Group discussions
4. Case studies
5. Role-play
6. Term project and report

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

**Mark allocation**

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Assignments	10 %
Quizzes	20%
Term project and report	20 %
Mid-term Examination	20 %
Final Examination	<u>30 %</u>
<b>TOTAL</b>	<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:**

- Handout and workbook provided by the instructor
- Tauzin, B., Dubois, A., L., *Nouvel Objectif Express 2*, Hachette FLE
- Grégoire M., *La grammaire progressive du français – niveau intermédiaire*, Clé International

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

**Study Plan and Schedule.**

Week	Topics and objectives
1	Présentation du cours, de la méthode de travail et du système d'évaluation. Se présenter professionnellement à l'oral Préparation au cours
2	Accueillir un nouveau collaborateur
3	Faire le bilan d'un premier mois de travail
4	Décrire son environnement professionnel
5	Donner des conseils pour une intégration réussie dans l'entreprise
6	Décrire un produit/un service
	<b>Quizz 1</b>
7	Comparer des services offerts par une entreprise
8	<b>Présentations 1</b> et révisions de l'examen de mi-semestre
<b>Midterm examination: August 4<sup>th</sup>, 2025 (9:00-11:00)</b>	
9	Préparer et décrire un projet d'entreprise (1)
10	Préparer et décrire un projet d'entreprise (2)
11	Rédiger une offre promotionnelle dans l'industrie du tourisme
12	Faire une étude de marché
	<b>Quizz 2</b>
13	Vanter les caractéristiques d'un produit/service (1)
14	Vanter les caractéristiques d'un produit/service (2)
15	<b>Présentations 2</b> et révisions de l'examen final
<b>Final examination: October 7<sup>th</sup>, 2025 (9:00-12:00)</b>	

### Evaluation plan

	Week	Percentage
1. Assignments	Weeks 5, 7, 10, 13	10
2. Quizzes	Weeks 6 & 12	20
3. Term project and report	Week 15	20
4. Midterm examination	August 4 <sup>th</sup> , 2025 (9:00-11:00)	20
5. Final examination	October 7 <sup>th</sup> , 2025 (9:00-12:00)	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](http://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.

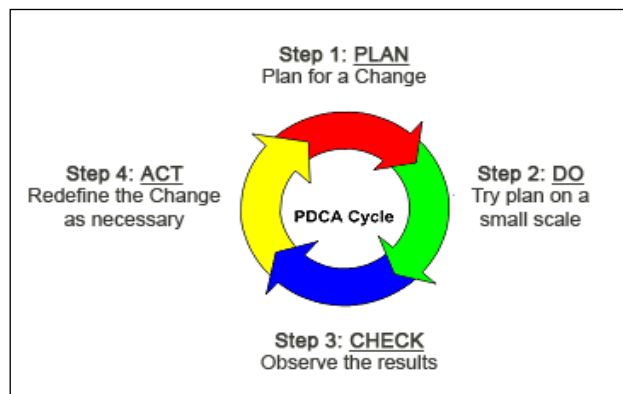


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

## **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.