

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

Course : FR 4502 Business French II
Credits : 3 (3-0-6)
Status : Major Required
Prerequisite : FR3501 Business French I
Lecturer : Asst. Prof. Dr. Romain B. (section 401)
Contact : rbenassaya@au.edu
Class schedule : Monday/Wednesday, 15:00-16.30 (SR402)

Course description : In-depth study of business French and advanced French vocabulary through practice of listening, speaking, reading and writing skills.

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

CLO1: Use spoken and written French to perform complex tasks in business settings.
CLO2: Apply French business vocabulary and terminology with a high level of accuracy to analyze and solve problems related to business professions.
CLO3: Adapt communication strategies and styles when engaging in negotiations, meetings, and networking events conducted in French.
CLO4: Analyze and interpret authentic business documents and materials written in French, such as articles, contracts, and marketing materials.
CLO5: Appraise and critique arguments and recommendations in French, using critical thinking skills, to solve problems related to business professions.

Corresponding Program Learning Outcome :

PLO 3 Ethics and social responsibility	Apply ethical principles and socially responsible business practices in their professional life.
PLO 4 French proficiency	Demonstrate advanced proficiency in French, including the ability to express themselves fluently and accurately, and effectively communicate with native speakers.
PLO 5 Business communication skills in French	Apply French language skills to effectively communicate in various business contexts, such as presentations, negotiations, and written correspondence.
PLO 6 Collaboration and intercultural skills	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. Presentations
6. Role-play
7. 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 %
Mid-term 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. Tauzin, B., Dubois, A., L., *Nouvel Objectif Express 2*, Hachette FLE, 2016
3. Grégoire M., *La grammaire progressive du français – niveau intermédiaire*, Clé International, 1995

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.
	Préparation au cours, révision du vocabulaire
2	Travailler à l'étranger : planifier (1)
	Travailler à l'étranger : planifier (2)
3	Travailler à l'étranger : gérer les imprévus (1)
	Travailler à l'étranger : gérer les imprévus (2)
4	Travailler à l'étranger : rendre compte de son expérience (1)
	Travailler à l'étranger : rendre compte de son expérience (2)
5	Participer à des événements professionnels : organiser (1)
	Participer à des événements professionnels : organiser (2)
6	Participer à des événements professionnels : prendre la parole en public (1)
	Participer à des événements professionnels : prendre la parole en public (2)
7	Participer à des événements professionnels : prendre la parole en public (3)
	Participer à des événements professionnels : prendre la parole en public (4)
	Quiz 1
8	Présentation 1
	Bilan et révision pour l'examen de mi-semestre
Midterm examination: July 29, 2025 (12:00-14:00)	
9	Travailler en collaboration : organiser et animer un brainstorming (1)
	Travailler en collaboration : organiser et animer un brainstorming (2)
10	Travailler en collaboration : créer et annoter un document partagé (1)
	Travailler en collaboration : créer et annoter un document partagé (2)
11	Travailler en collaboration : prendre une décision en groupe (1)

	Travailler en collaboration : prendre une décision en groupe (2)
12	Participer à des projets : définir un projet, organiser les ressources (1)
	Participer à des projets : définir un projet, organiser les ressources (2)
	Quiz 2
13	Participer à des projets : rédiger une note de cadrage (1)
	Participer à des projets : rédiger une note de cadrage (2)
14	Participer à des projets : animer une réunion de validation (1)
	Participer à des projets : animer une réunion de validation (2)
15	Présentations 2
	Bilan et révisions pour l'examen final
Final examination: September 29, 2024 (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	July 29, 2025 (12:00-14:00)	20
5. Final examination	September 29, 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.

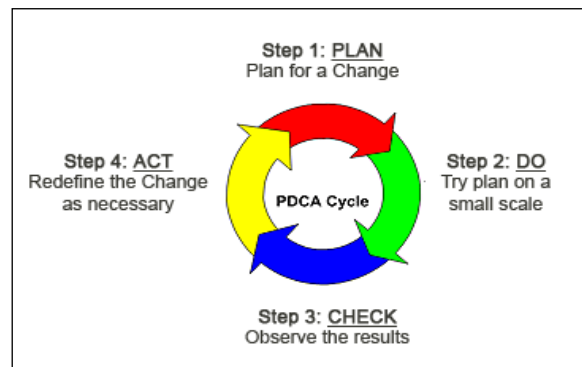


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

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.