

Assumption University
Theodore Maria School of Arts
Department of French for International Business

Course Outline 1/2026

Course : FR 3501 Business French
Credits : 3 (3 hours) (3-0-6)
Status : Major Required
Prerequisite : FR2513 French IV
Lecturer : Asst. Prof. Dr. Romain Benassaya
Contact : rbenassaya@au.edu
Class schedule : Monday/Wednesday, 12:00-13.30 (SM334)

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:

CLO1: Communicate effectively in French in intermediate-level business contexts by delivering oral presentations and participating in professional interactions.
CLO2: Apply French language skills and intercultural communication strategies to analyze and respond appropriately to authentic international business situations involving French-speaking environments.
CLO3: Demonstrate critical thinking, interpersonal communication, and problem-solving skills in French through collaborative tasks and case-based business activities.

Corresponding Program Learning Outcome :

PLO 5	Apply French language skills to effectively communicate in various business contexts, such as presentations, negotiations, and written correspondence.
PLO 6	Analyze business problems using critical thinking and understanding of French language and culture to derive practical and culturally appropriate solutions
PLO 7	Develop and evaluate business strategies for multinational contexts by integrating business concepts with French language skills

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	:	
Assignments		20 %
Quizzes		10%
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:

- Handout and workbook provided by the instructor
- Tausin, B., Dubois, A., L., *Nouvel Objectif Express 2*, Hachette FLE, 2016
- Grégoire M., *La grammaire progressive du français – niveau intermédiaire*, Clé International, 1995

Important information: The last day to withdraw with a “W” is **September 18, 2026**.

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
	Quizz 1
7	Comparer des services offerts par une entreprise
8	Présentations 1 et révisions de l'examen de mi-semestre
Midterm examination: August 6th, 2026 (9:00-11:00)	
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
	Quizz 2
13	Vanter les caractéristiques d'un produit/service (1)
14	Vanter les caractéristiques d'un produit/service (2)
15	Présentations 2 et révisions de l'examen final
Final examination: October 6th, 2026 (9:00-12:00)	

Evaluation plan

	Week	Percentage
1. Assignments	Weeks 5, 7, 10, 13	20
2. Quizzes	Weeks 6 & 12	10
3. Term project and report	Week 15	20
4. Midterm examination	August 6 th , 2026 (9:00-11:00)	20
5. Final examination	October 6 th , 2026 (9:00-12:00)	30
Total		100

Au VISION 2000

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 as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

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.

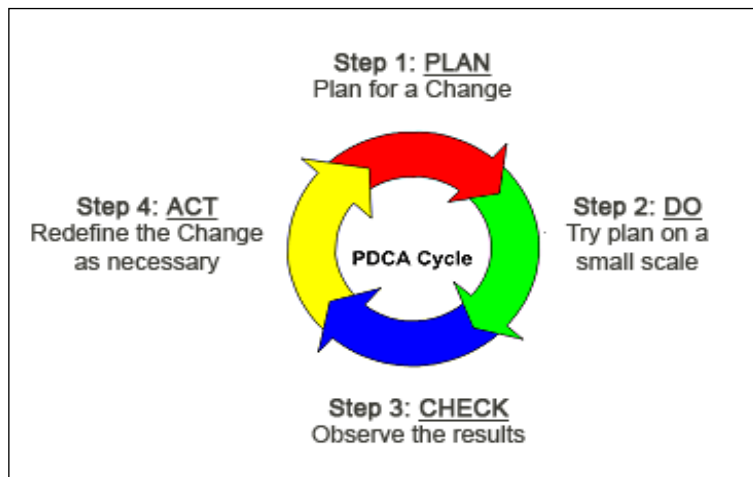


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

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.