

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

Course Outline 1/2026

Course : FR 4573 Aspects of French-Speaking Countries
Credits : 3 (3 hours) (3-0-6)
Status : Major Required
Prerequisite : FR3501 Business French I
Lecturer : Asst. Prof. Dr. Romain Benassaya
Contact : rbenassaya@au.edu
Class schedule : Tuesday/Thursday, 10:30-12:00 (SR332)

Course description : Study of France and French speaking countries' lifestyle and culture through history, sociology and interdisciplinary studies.

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

CLO1: Analyze the cultural, historical, and socio-political aspects of French-speaking countries.
CLO2: Accurately identify and explain cultural, historical, or socio-political aspects of selected French-speaking countries.
CLO3: Apply cross-cultural awareness in oral and written communication in French.

Corresponding Program Learning Outcome :

PLO 4	Demonstrate advanced proficiency in French, including the ability to express themselves fluently and accurately, and effectively communicate with native speakers.
PLO 6	Analyze business problems using critical thinking and understanding of French language and culture to derive practical and culturally appropriate solutions

Teaching/learning activities

1. Lectures
2. Group discussions
3. Case studies
4. Presentations
5. Term projects and report

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

Mark allocation :

Assignments	10 %
Quizzes	20%
Term project	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 provided by the instructor
2. Steele R. *Civilisation Progressive du Français – Niveau Intermédiaire*. Paris: CLE International, 2017

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, des instruments d'apprentissage et du système d'évaluation.
	Introduction au cours : situation géographique et symboles de la France
2	La géographie physique de la France : paysages, reliefs, fleuves, frontières, climat
	Le découpage administratif de la France : régions et départements, métropole et Outre-Mer
3	La géographie humaine de la France : villes et répartition de la population
	Paris et l'Île de France
4	L'histoire de France : La Préhistoire et l'Antiquité (1)
	L'histoire de France : La Préhistoire et l'Antiquité (2)
5	L'histoire de France : Le Moyen Age (1)
	L'histoire de France : Le Moyen Age (2)
6	L'histoire de France : La Renaissance
	L'histoire de France : Les Lumières
7	L'histoire de France : La Révolution française (1)
	L'histoire de France : La Révolution française (2)
8	Rapport sur le projet
	Préparation pour l'examen de mi-semestre
Midterm examination: August 7th, 2026 (9:00-11:00)	
9	L'histoire de France : Empires et colonisation (1)
	L'histoire de France : Empires et colonisation (2)
10	L'histoire de France : La Première Guerre Mondiale (1)
	L'histoire de France : La Première Guerre Mondiale (2)
11	L'histoire de France : La Seconde Guerre Mondiale (1)
	L'histoire de France : La Seconde Guerre Mondiale (2)
12	La construction européenne
	L'Union Européenne
13	Le monde francophone (1)
	Le monde francophone (2)
14	La société française contemporaine : aspects politiques et économiques
	La société française contemporaine : aspects culturels et artistiques
15	Présentation finale

Préparation pour l'examen final.
Final examination: October 7 th , 2026 (13:00-16:00)

Evaluation plan

	Week	Percentage
1. Assignments	Weeks 5, 7, 10, 12	20
2. Quizzes	Weeks 6 & 13	10
3. Term project and report	Week 15	20
4. Midterm examination	August 7 th , 2026 (9:00-11:00)	20
5. Final examination	October 7 th , 2026 (13:00-16:00)	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.

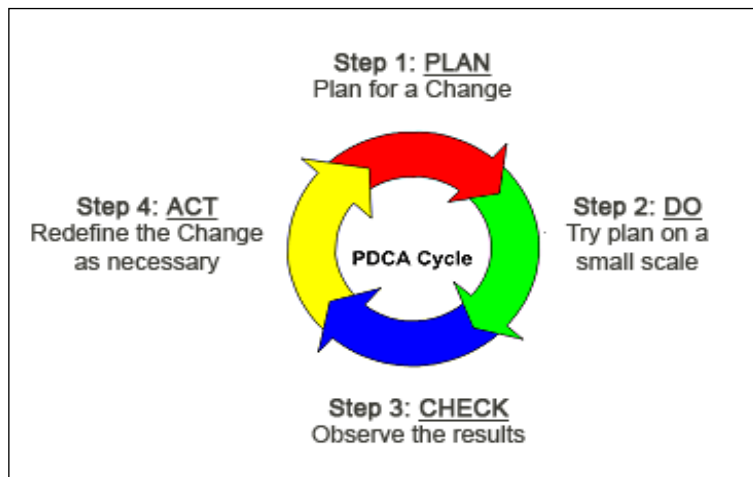


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

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.