Assumption University

Theodore Maria School of Arts

Department of French for International Business

Course Outline 2/2026

Course : FIB 1517 French Culture and Society
Credits : 3 (3 hours) (3-0-6)
Status : Major/Minor Required, GE elective course, Free Elective for Non-Major Students
Prerequisite : None
Lecturers : Asst. Prof. Dr. Romain Benassaya
Contact : rbenassaya@au.edu
Class schedule : Section 401 (Suvarnabhumi Campus), Monday-Wednesday, 12:00-13:30, SM337

Course description : Introduction to 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 major features of French culture and society, past and present.
CLO 2	Explain key historical events and their influence on contemporary France.
CLO 3	Identify and discuss important French cultural practices, institutions and values.
CLO 4	Analyze examples of French culture through films, images, texts, media and other cultural artefacts.
CLO 5	Compare aspects of French society with those of their own country or another society.
CLO 6	Communicate their understanding of French culture through oral presentations, discussions and creative or analytical assignments.

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 or Chinese or Japanese 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. Class discussion
3. Class assignment
4. Case study

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

Important information: The last day to withdraw with a "W" is **February 19, 2027.**

Mark allocation :

1.	Attendance and participation	10 %
	Assignments	40 %
	Assignment 1: Realizing an infographic	*10%*
	Assignment 2: Presenting a cultural difference	*10%*
	Assignment 3: Visual culture analysis	*10%*
	Assignment 4: Realizing a podcast	*10%*
	Mid-term Examination	20 %
	Final Examination	30 %
2.	TOTAL	100 %

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

Study Plan and Schedule.

Week	Topics
Sequence 1: Understanding France	
1	Introduction to the course Geography (1)
2	Geography (2)
3	History (1)
4	History (2)
Sequence 2: Everyday French culture	
5	French food and gastronomy
6	Daily life, family and social relationships
7	French language and cultural identity (1)
8	French language and cultural identity (2)
Midterm examination: January 11, 2027, 9:00-11:00	
Sequence 3: Arts, ideas and popular culture	
9	Art, architecture and cultural heritage
10	French cinema and literature
11	Fashion, music and popular culture
Sequence 4: Contemporary French society	
12	Politics, citizenship and the Republic
13	Immigration, diversity and identity
14	Economy, work and social welfare
15	Challenges and debates
Final examination: March 11, 2027, 13:00-16:00	

Evaluation plan

	Week	Percentage
1. Attendance & participation	All weeks	**10**
2. Assignments	Weeks 4, 8, 12, 15	**40**
3. Midterm examination	January 11, 2027, 9:00-11:00	**20**
4. Final examination	March 11, 2027, 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

An international community of business communicators in Thailand

Mission

Theodore Maria School of Arts will ensure that: the School will…

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

TAGLINE

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ

Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family

- Open communication
- Mentoring system
- Dedication
- Caring
- Teamwork
- Commitment
- Resource sharing

Core Values

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

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.

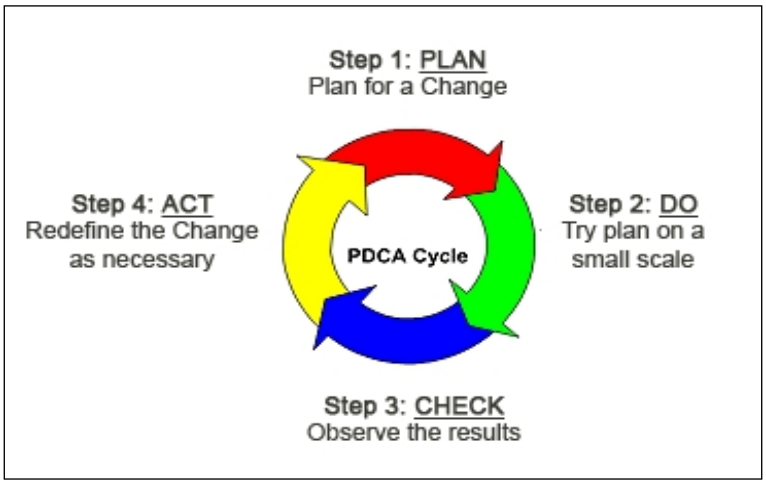


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.