Assumption University
Theodore Maria School of Arts
Department of Business French
Course Outline 2/2026

Course : FR3512 Business Communication in French
Credits : 3
Status : Major Required
Prerequisite : FR2513 French IV
Lecturer : A.Céline Villegas

Course description : Study of technical terms in business, business communication rules, practice of listening, reading and writing texts and messages in business context.

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

CLO 1	Explain business-related terminology in French
CLO 2	Write clear, concise, and professional business correspondence in French, including emails, memos and reports
CLO 3	Communicate effectively in French during business meetings, presentations an telephone conversations.
CLO 4	React appropriately according to cultural differences in business communicatic in French-speaking countries
CLO 5	Use French grammar and syntax skills, focusing on correct writing and speakin in various business contexts.

Corresponding Program Learning Outcome :

PLO 4	Use receptive and productive English or French 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.
PLO 6	Demonstrate moral and ethical characters required for professional practices and global citizenship.

Teaching/learning activities

1. Lecture/Direct instruction
2. Exercises
3. Listening and reading comprehension
4. Communicative tasks

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

Mark allocation :

Assignments	20 %
Quizzes	20 %
Presentations	10 %
Mid-term Examination	20 %
Final Examination	30 %
TOTAL	100 %

Evaluation :

0-50	F	51-55	D	56-59	C-
60-62	C	63-65	C+	66-68	B-
69-71	B	72-75	B+	76-79	A-
80-100	A				

Textbooks/References:

1. Handouts FR3512
2. Tauzin, B., Dubois, A., L., Nouvel Objectif Express 2, Hachette FLE
3. Grégoire M., *La grammaire progressive du français – niveau intermédiaire*, Clé International

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

Schedule:

Monday & Wednesday, 09:00-10:30 – SM335

Lesson plan :

Week	Topics and objectives
1	Présentation du cours, de la méthode de travail et du système d'évaluation. Se présenter professionnellement à l'oral
	Contraintes d'écriture de documents formels en situation professionnelle.
2	Sélectionner et analyser une offre d'emploi (1)
	Sélectionner et analyser une offre d'emploi (2)
3	Rédiger un CV (1)
	Rédiger un CV (2)
4	Rédiger une lettre de motivation (1)
	Rédiger une lettre de motivation (2)
5	Rédiger une lettre de motivation (3)
	Rédiger une lettre de motivation (4)
6	Passer un entretien d'embauche (1)
	Passer un entretien d'embauche (2)
7	Passer un entretien d'embauche (3)
	Passer un entretien d'embauche (4)
8	Présentations 1
	Bilan et révisions pour l'examen de mi-semestre
Midterm examination : 4/01/2027 (15:00 - 17:00)	
9	Présenter son travail (1)

	Présenter son travail (2)
10	Bien s'organiser au travail (1)
	Bien s'organiser au travail (2)
11	Gérer des problèmes d'organisation (1)
	Gérer des problèmes d'organisation (2)
12	Gérer des problèmes d'organisation (3)
	Gérer des problèmes d'organisation (4)
13	Participer à une réunion (1)
	Participer à une réunion (2)
14	Rendre compte d'une réunion (1)
	Rendre compte d'une réunion (2)
15	Présentations 2
	Bilan et révisions pour l'examen final
Final examination : 3/03/2027 (09:00 - 12:00)	

Evaluation plan:

	Week	**Percentage**
1. Assignments 1	Week 3,5,11,13	**20**
2. Presentation 1	Week 8,15	**10**
3. Quiz	Week 7,13	**20**
9. Midterm examination	4/01/2027 – 15:00-17:00	**20**
10. Final examination	3/03/2027 – 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 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.

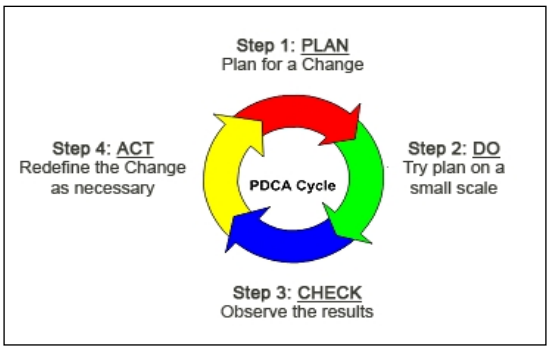


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.