Assumption University

Theodore Maria School of Arts

Department of French for International Business

Course Outline 2/2026

Course : FR 4590 Seminar
Credits : 3 (3 hours) (3-0-6)
Status : Major Required
Prerequisite : FR 4502 Business French II
Lecturers : Asst. Prof. Dr. Romain Benassaya
Contact : rbenassaya@au.edu
Class schedule : Section 401, Tuesday-Thursday, 13:30-15:00, SM337

Course description : Various problems in using Business French. Development of students' French language skills. Workshop and panel discussions.

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

CLO 1	Use spoken and written French to accomplish academic and professional communication tasks at an appropriate level of complexity.
CLO 2	Apply French academic and business-related vocabulary, terminology, and linguistic conventions with an appropriate level of accuracy
CLO 3	Conduct academic research, synthesize relevant information, and present research findings in spoken and written French using appropriate academic conventions.
CLO 4	Apply teamwork, leadership, and project management skills to collaborate effectively in academic and professional tasks conducted in French.
CLO 5	Analyze academic and business-related issues, evaluate information critically, and propose reasoned solutions using French-language resources.
CLO 6	Use digital tools and information resources responsibly and ethically to support academic research, communication, and collaboration in French.

Corresponding Program Learning Outcome :

PLO 4	Use receptive and productive 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.
PLO 6	Demonstrate moral and ethical characters required for professional practices and global citizenship.
PLO 7	Analyze business-oriented problems to derive practical solutions.
PLO8	Employ critical thinking and decision-making skills and digital skills to achieve desirable outcomes.
PLO9	Integrate business concepts and theories with English or French or Chinese or Japanese language skills in multinational contexts.

Teaching/learning activities

1. Lectures
2. Class discussions
3. Communicative tasks
4. Term project

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

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

Mark allocation **:**

Attendance and participation	10 %
Assignments	20 %
Term project and presentation	20%
Mid-term Examination	20 %
Final Examination	30 %
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**	
Séquence 1: Compréhension orale niveau B2		**Projet de recherche**
1	Méthodologie (1)	Définir un objet de recherche
2	Méthodologie (2)	Définir un problème
3	Entrainement	Définir des objectifs
4	Évaluation	Élaborer une méthodologie (1)
Séquence 2: Compréhension écrite niveau B2		
5	Méthodologie (1)	Élaborer une méthodologie (2)
6	Méthodologie (2)	Rapporter les résultats
7	Entrainement	Discuter les résultats
8	Évaluation	Conseils pour la rédaction
Midterm examination: January 7, 2027, 15:00-17:00		
Séquence 3: Production écrite niveau B2		
9	Méthodologie (1)	Suivi
10	Méthodologie (2)	Suivi
11	Entrainement	Suivi
12	Évaluation	Suivi

Séquence 4: Production orale niveau B2		
13	Méthodologie (1)	Suivi
14	Entrainement	Suivi
15	Évaluation	Soutenance
Final examination: March 8, 2027, 13:00-16:00		

Evaluation plan

	Week	**Percentage**
1. Attendance & participation	All weeks	**10**
2. Assignments	Weeks 4, 8, 12, 15	**20**
3. Research project and presentation	Throughout the semester, final defense on Week 15	**20**
4. Midterm examination	January 7, 2027, 15:00-17:00	**20**
5. Final examination	March 8, 2027, 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 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.

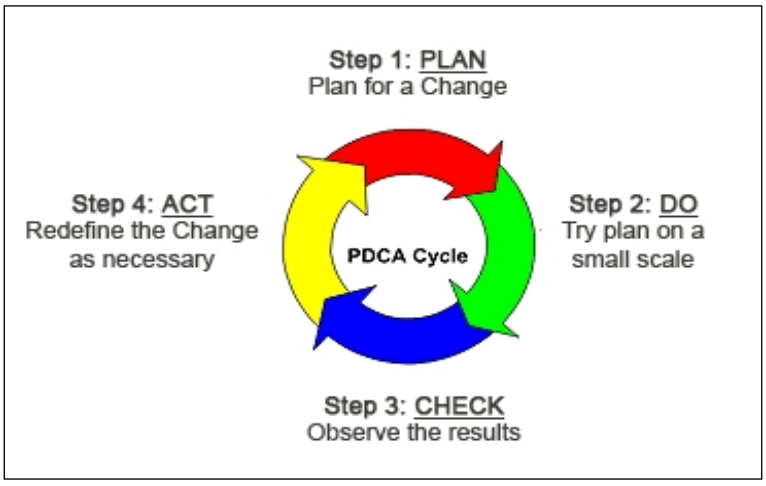


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.