

Fall 2018
FRE 3440 - COMMERCIAL FRENCH
MWF Period 8 (3:00-3:50) – TUR 2319

Instructor: Nathalie Ciesco Office: 157 Dauer Hall Office hours: F Periods 4 & 9 & by appt. E-mail: nciesco@ufl.edu
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PREREQUISITE : FRE 2221. No business background necessary.

REQUIRED TEXT:

- R.-J. Berg : *Parlons Affaires!* (3rd Edition), Heinle/Cengage Learning, 2014. Textbook rental and eBook also available.
- All other materials will be distributed in class, posted on **Canvas** or sent to you via **e-mail**.

COURSE DESCRIPTION:

This content-based language course, taught in French, introduces economic, business, and professional terminology and practices through the study of the following topics: financial institutions (banking, stock market and insurance); internal structure, legal forms and operations of French companies; marketing; trade and transportation regulations; business correspondence. The course also emphasizes verbal communication through three components: in-class small group activities, discussions and debates; the study of authentic materials; a series of students' presentations. Finally, in order to use and practice the new economic and business terminology studied in this course, and to also further explore the structure, the management, and the operations of the French companies, students will work in teams on a research project about a major French company of their choice.

Diplôme de Français Professionnel (D.F.P.), Affaires, B2 :

In November, students will also have the opportunity to take one of the exams offered by the **Chambre de commerce et d'industrie de région Paris Ile-de-France**: the *Diplôme de Français Professionnel, Affaires, B2*. This exam will be held on campus. Details will be given in class, and posted on Canvas. For more information please also go to:

<https://www.lefrancaisdesaffaires.fr/tests-diplomes/diplomes-francais-professionnel-dfp/affaires/>

ASSESSMENT:

- The final grade scale is as follows:

93-100	A	83-86	B	73-76	C	63-66	D
90-92	A-	80-82	B-	70-72	C-	60-62	D-
87-89	B+	77-79	C+	67-69	D+	Below 60	E

- You will be evaluated based on your achievement of the course goals and the following criteria:

Class Participation & Homework Preparation	15%
Exams (4)	30%
Canvas Discussions	15%
Correspondance	15%
<i>La classe est à vous!</i>	10%
<i>Une entreprise française</i>	15%

COMPONENTS:

Attendance, Make-up Policy & Late Work:

Attendance is mandatory and will be assessed by roll call. **Students will lose 1% from their final grade for each unexcused absence.** Absences will be excused in accordance with UF policy. Acceptable excuses include illness, religious holidays, & military obligation: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. Should you miss a class for any reason, you are responsible for informing yourself as to the material covered. Except in the case of certified illness or other UF accepted excuse, **there will be no make-up option for missed exams or missed assignments.** Where possible, make-ups should be arranged prior to absence. The instructor also reserves the right to impose a point penalty on late work, or to refuse to accept late work. **Please consult with me when you cannot hand in an assignment on time.**

Class Participation & Homework Preparation (15%):

Participation in this class is critical and involves a number of variables, including but not limited to: **evidence of your daily preparation** for each class; your **use of French** in the classroom; your **willingness to participate actively in all class activities**; your **cooperation** during group and pair work; and your **respect and attitude** toward the class and your peers. Homework will be assigned for each class and must be completed **before coming to class**. All assigned readings/viewings/recordings must be prepared by taking notes. If you are not ready to speak, to actively participate, to answer basic questions about the course material assigned; if you also did not take notes about the assigned readings/viewings/recordings, you are not prepared for class, and therefore, your class participation & homework preparation grade will be lowered. Please also refer to the handout “Participation Policies” posted on Canvas for more information.

PLEASE NOTE: All cell phones, smartphones and other such devices must be switched off before coming into the classroom and put away. They may not be taken out during exams. Use of laptop computers, I-Pads, etc. is not permitted in the classroom without special permission obtained from the instructor.

Exams (30%):

There will be four (4) in-class written exams in which your overall knowledge of the course material will be evaluated. Each exam will account for 7.5% of the total exam grade. Exams will consist of: vocabulary, questions about the textbooks material, VRAI ou FAUX questions, definitions to provide, etc...

Canvas Discussions (15%):

During the semester, you will be required to participate in a number of **Discussions on Canvas** about the course topics covered in class while also demonstrating that you have acquired key vocabulary. Guidelines and additional information will be given in class and on Canvas.

Correspondance (15%):

During the semester, you will write formal business letters, and a resume (CV). All business correspondence must be typed. More details will be given in class.

La classe est à vous! (10%):

You will do an individual presentation about one of the course topics indicated by your instructor. Please refer to the handout *La classe est à vous!* for all guidelines, topics and dates.

Une entreprise française (15%):

Towards the end of the semester, you will work with a classmate to research a French company of your choice, and you will present your findings to your classmates. Please refer to the handout *Une entreprise française* for all guidelines.

Academic Honesty:

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/studentconduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. If you have any questions or concerns, please consult with the instructor.

Plagiarism:

Plagiarism is a serious violation of the Student Honor Code. The Honor Code prohibits and defines plagiarism as follows: A student shall not represent as the student’s own work all or any portion of the work of another. Plagiarism includes (but is not limited to):

- a. Quoting oral or written materials, whether published or unpublished, without proper attribution.
- b. Submitting a document or assignment, which in whole or in part is identical or substantially identical to a document or assignment not authored by the student. (University of Florida, Student Honor Code, <https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/>).

University of Florida students are responsible for reading, understanding, and abiding by the entire Student Honor Code. Important Tip: Do not copy text verbatim from any source (including your own previous work) unless you show the text as a quote with complete attribution. If a student plagiarizes all or any part of any assignment, University policy suggests that instructors should impose a course grade penalty and report any incident of academic dishonesty to the Office of the Dean of Students. You should know that your work might be tested for its “originality” against a wide variety of databases by anti-plagiarism guardian.

The work you submit in this class is expected to be your own. If you submit work that has been copied from any published or unpublished source (including the Internet) without attribution, or that has been prepared by someone other than you, or that in any way misrepresents somebody else’s work as your own, you will face severe disciplining by the university.

Campus Helping Resources: Students experiencing crisis or personal problems that interfere with their general wellbeing are encouraged to utilize the university’s counseling resources. The Counseling and Wellness Center provides confidential counseling services at no cost for currently enrolled students. Contact information:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575.

Other useful contacts are also the University Police Department: 392-1111.

Accommodations for Students with Disabilities: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must provide this documentation to the instructor when requesting accommodation. Contact the Disability Resources Center (<http://www.dso.ufl.edu/drc/>) for information about available resources.

Online Course Evaluations: Students are expected to provide feedback on quality of instruction in this course based on 10 criteria. Evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.

Any additional material for the course, Word or Pdf documents, Powerpoints and links to websites will be posted on the Canvas course site in E-Learning. The course site on Canvas can be accessed through <http://elearning.ufl.edu/> by entering your Gatorlink username and password. Through this site you can also check all your grades during the semester.

CALENDRIER

NOTE: This “Calendrier” may be modified at the discretion of the instructor to correspond to pedagogical imperatives.

Homework will be sent to you (e-mail) on Monday, Wednesday and Friday evening.

Mercredi 22 août	Présentation du cours
Vendredi 24 août	US-French Commercial Ties + Commerce extérieur
Lundi 27 août	Secteurs d'activité
Mercredi 29 août	Secteurs d'activité
Vendredi 31 août	À la recherche d'un emploi
Lundi 3 septembre	NO CLASS (Labor Day)
Mercredi 5 septembre	À la recherche d'un emploi
Vendredi 7 septembre	À la recherche d'un emploi
Lundi 10 septembre	Typologie des entreprises
Mercredi 12 septembre	Typologie des entreprises
Vendredi 14 septembre	Typologie des entreprises
Lundi 17 septembre	Création, croissance et déclin de l'entreprise
Mercredi 19 septembre	Création, croissance et déclin de l'entreprise
Vendredi 21 septembre	Correspondance
Lundi 24 septembre	EXAMEN 1
Mercredi 26 septembre	Correspondance
Vendredi 28 septembre	Correspondance
Lundi 1 ^{er} octobre	L'organisation de l'entreprise
Mercredi 3 octobre	L'organisation de l'entreprise
Vendredi 5 octobre	L'organisation de l'entreprise
Lundi 8 octobre	L'organisation de l'entreprise
Mercredi 10 octobre	L'organisation de l'entreprise
Vendredi 12 octobre	TBA
Lundi 15 octobre	EXAMEN 2
Mercredi 17 octobre	Le marketing
Vendredi 19 octobre	Le marketing
Lundi 22 octobre	Le marketing
Mercredi 24 octobre	Le marketing
Vendredi 26 octobre	Le marketing
Lundi 29 octobre	Le marketing
Mercredi 31 octobre	Le marketing
Vendredi 2 novembre	NO CLASS (Homecoming)

Lundi 5 novembre	EXAMEN 3
Mercredi 7 novembre	La banque et les moyens de paiement
Vendredi 9 novembre	TBA
Lundi 12 novembre	NO CLASS (Veterans Day)
Mercredi 14 novembre	Les transports
Vendredi 16 novembre	Achat et vente + Règles du jeu
Lundi 19 novembre	Atelier « Une entreprise française »
Mercredi 21 novembre	NO CLASS (Thanksgiving)
Vendredi 23 novembre	NO CLASS (Thanksgiving)
Lundi 26 novembre	TBA
Mercredi 28 novembre	Présentations (PowerPoint) - Dossier « Une entreprise française »
Vendredi 30 novembre	Présentations (PowerPoint) - Dossier « Une entreprise française »
Lundi 3 décembre	EXAMEN 4
Mercredi 5 décembre	Bilan du cours