

FRE 3440
COMMERCIAL FRENCH

Section: 01E6
MWF Period 4 (10:40-11:30) - MAT 116

<p>Instructor: Nathalie Ciesco Office: Dauer 157 Office hours: MW 11:45am-12:15pm & by appointment E-mail: nciesco@ufl.edu</p>
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PREREQUISITE: FRE 2221. No business background necessary.

REQUIRED TEXT:

- R.-J. Berg : *Parlons Affaires!* (3rd Edition), Heinle/Cengage Learning, 2014.
Note: Textbook rental and eBook also accepted (CengageBrain or Amazon).
- 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 April 2017, 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:

<http://www.centredelanguefrancaise.paris/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:

Attendance, Class Participation & Homework Preparation	15%
Correspondance	15%
Exams (4)	30%
<i>La classe est à vous!</i>	10%
DOSSIER “Une entreprise française”	30%

COMPONENTS:**Attendance, Class Participation and Homework Preparation (15%):**

Attendance & Make-up: Attendance is mandatory, and roll will be taken on a daily basis. You are allowed a **maximum of 3 absences** during the semester. **After three absences your final grade for the course will be lowered by 1%.** Each subsequent absence will result in your final grade being lowered by an additional 1%. **After three absences, you will also receive a zero in Participation each time you miss class.** Absences will be excused in accordance with UF policy. Acceptable and **documented** excuses include illness, religious holidays, & military obligation:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. Documentation must be provided for all *excused* absences. 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 and documented excuse, there will be no make-up option for missed exams/assignments. Where possible, make-ups should be arranged prior to absence. Alternatively, students should contact me on return to classes.

Class Participation & Homework Preparation: Participation in this class is critical and involves a number of variables, including but not limited to: you being in class and on time; your use of French in the classroom; your willingness to participate actively in ALL class activities; your cooperation during group and pair work; your respect and attitude toward the class and your peers; your preparation for each class.

Homework will be assigned for each class, and must be completed at home, before coming to class. All assigned readings (textbook, articles etc...) must be prepared by marking the texts and 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, you are not prepared for class, and therefore, your class participation &

homework preparation grade will be lowered.

PLEASE NOTE: The use of cell phones, iPhones, pagers, iPods or mp3 players and all other electronic equipment during class is prohibited. All equipment must be turned off in the classroom. Any evidence of cell phones (use, ringing, buzzing, etc.) and similar equipment use will result in an automatic zero in participation for that day.

Correspondance (15%):

During the semester, you will write formal business letters, and a resume (CV). All business correspondence must be typed. The first draft of each letter (and CV) will account for 70%. Your instructor will make comments and mark errors. You will then revise the letter and turn in the second draft for the final grade of your letter, on the date specified by your instructor; this revision will be graded for the remaining 30%. Each letter draft is due on the day indicated (cf. “Calendrier”), regardless of whether or not you are in class that day. No late letter draft will be accepted.

Exams (30%):

There will be four (4) in-class written exams (cf. “Calendrier”) 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, written tasks, etc... No make-up exams will be given.

PLEASE NOTE: Any evidence of cell phones (use, ringing, buzzing, etc.) and other electronic equipment use during an exam will result in an automatic zero on that assignment.

La classe est à vous! (10%):

At the beginning of the semester, you will choose a topic, and one classmate to work with for this presentation. Please refer to the handout *La classe est à vous!* for all guidelines, topics and dates. If you are absent the day of your scheduled presentation, you will receive the grade of zero.

Dossier - “Une entreprise française” (30%) :

Towards the end of the semester, you will work with one classmate and research a French company of your choice. You will then present your research (Powerpoint - 10%), and turn in a final paper (20%). Please refer to the handout *Dossier: Une entreprise française* for all guidelines and due dates. If you are absent the day of your scheduled presentation, you will receive the grade of zero. No late “Dossier” will be accepted.

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.

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 4 janvier	Présentation du cours
Vendredi 6 janvier	« US-French Commercial Ties » + Commerce extérieur
Lundi 9 janvier	Secteurs d'activité
Mercredi 11 janvier	Secteurs d'activité
Vendredi 13 janvier	À la recherche d'un emploi
Lundi 16 janvier	NO CLASS (Martin Luther King Day)
Mercredi 18 janvier	Please let me know which topic you have chosen for your presentation <i>La classe est à vous!</i> + your partner. À la recherche d'un emploi
Vendredi 20 janvier	À la recherche d'un emploi
Lundi 23 janvier	Typologie des entreprises CV(1^{ère} version) : à m'envoyer par courriel (Word doc.) <u>avant 23h (11pm)</u>
Mercredi 25 janvier	Typologie des entreprises
Vendredi 27 janvier	Typologie des entreprises
Lundi 30 janvier	Création, croissance et déclin de l'entreprise
Mercredi 1 ^{er} février	Please let me know the French company you will be studying/presenting for your <i>Dossier</i> + your partner. Création, croissance et déclin de l'entreprise
Vendredi 3 février	Correspondance
Lundi 6 février	EXAMEN 1
Mercredi 8 février	Correspondance
Vendredi 10 février	Correspondance
Lundi 13 février	L'organisation de l'entreprise CV(2^{ème} version) : à m'envoyer par courriel (Word doc.) <u>avant 23h (11pm)</u>
Mercredi 15 février	L'organisation de l'entreprise
Vendredi 17 février	L'organisation de l'entreprise
Lundi 20 février	L'organisation de l'entreprise
Mercredi 22 février	L'organisation de l'entreprise
Vendredi 24 février	Le marketing
Lundi 27 février	EXAMEN 2

Mercredi 1 ^{er} mars	Le marketing
Vendredi 3 mars	Le marketing <i>Lettre 1 (1^{ère} version)</i> : à m'envoyer par courriel (Word doc.) avant 23h (11pm).
SPRING BREAK	NO CLASS
Lundi 13 mars	Le marketing
Mercredi 15 mars	Le marketing
Vendredi 17 mars	Le marketing
Lundi 20 mars	EXAMEN 3
Mercredi 22 mars	La banque et les moyens de paiement
Vendredi 24 mars	La banque et les moyens de paiement <i>Lettre 1 (2^{ème} version)</i> : à m'envoyer par courriel (Word doc.) avant 23h (11pm).
Lundi 27 mars	Les transports
Mercredi 29 mars	Les transports
Vendredi 31 mars	Achat et vente
Lundi 3 avril	Règles du jeu
Mercredi 5 avril	Règles du jeu <i>Lettre 2 (1^{ère} version)</i> : à m'envoyer par courriel (Word doc.) avant 23h (11pm)
Vendredi 7 avril	Atelier « Une entreprise française » (Dossier)
Lundi 10 avril	EXAMEN 4
Mercredi 12 avril	Présentations (PowerPoint) - Dossier « Une entreprise française »
Vendredi 14 avril	Présentations (PowerPoint) - Dossier « Une entreprise française »
Lundi 17 avril	Présentations (PowerPoint) - Dossier « Une entreprise française »
Mercredi 19 avril	Bilan du cours <i>Lettre 2 (2^{ème} version)</i> : à m'envoyer par courriel (Word doc.) avant 23h (11pm)
*Lundi 24 avril	DEVOIR ÉCRIT - Dossier « Une entreprise française » : à m'envoyer par courriel (Word doc.) avant 17h (5pm)