



BS/FR 324 BUSINESS FRENCH
IES Abroad Paris

DESCRIPTION:

In this class (**in French only**), you will have an overview of how we do business in France. We shall study not only vocabulary (la « *langue des affaires* ») of business, economy, law, finance... but also what we call the firm culture (attitude, behavior...). You will be able to read economic and financial press, analyze different types of business documents and communicate in the business world.

CREDITS: 3 credits

INSTRUCTOR: Trúc Long VÕ TRẦN (truclong.votran@gmail.com)

Hours: Tuesday and Thursday from 15:05 to 16:35 – **Red/Blue/Green Room ???**
From January 21st to April 22th, 2025

LANGUAGE OF INSTRUCTION: French

PREREQUISITES: Intermediate French; placement in at least FR 352 Independent Abroad II

ADDITIONAL COST: none

METHOD OF PRESENTATION:

Simulations, discussions, oral presentation, exercises.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Homework - 25%
- Oral and work in class - 20%
- Mid-semester Exam – **Thursday, March 13th, 2025** - 15%
- Project - 20%
- Final exam – **between April 28th & May 2nd, 2025** - 20%

Homework

1 letter/email to choose between different ones (« lettre de motivation », reclaim letter...)

Letters : because we are still using them in the business world, you will have to type 1 letter/email. During the semester, you will choose between 4 different letters we shall study. **I shall not accept any delay, that is the reason why I give you 4 letters.** The format will be: margin 1 inch, Calibri, size 12, line space 1.5. Below, here is an example of how I grade the first letter (but the others will be graded the same way):

Adéquation au sujet	7	
- letter's format (margin, line space, address, object, etc.)	2	
- talk about the ad and apply for the job	1	
- motivation adapted to the ad	1	
- refer to your skills and abilities	1	
- ask for an interview	1	
- greetings	1	
Textual coherence	2	
Grammar	6	
Vocabulary (variety)	5	
Total	20	

One third of the grade comes from your « grammar » skill. The reason is simple : in France, in the business world, you will be evaluated on your French skills.



You will post your letter on Moodle on a doc file with this following filename : **Lettre # - yyyymmdd – Prénom NOM.doc(x)**¹.

Work on Moodle and research on Internet: in the BIA Website, you will have access to Moodle where you will find all the documents we shall work with (documents to print, link to website, training exercises...). I evaluate your work on Moodle according to your regularity and your seriousness of your work (do you print the documents for the following session, do you look at the lessons before class, do you do the online quizzes...).

Essay/research about the work of the artisan in France

Research about a firm, how it protects the environment and job opportunities

Oral and work in class

quizzes (oral comprehension, vocabulary...)

Press review/theme presentation: you will present and comment (a couple of times) on an article you have read or you will present a business theme (les artisans en France...). Your 2 minutes (maximum) presentation will concern an event in French business. **You will submit your article 48 hours prior to your presentation on Moodle** (in the Forum section). The other students will have to read it previously to participate in your presentation.

Your participation includes when you talk during class: your participation and constructive comments in student's press review, when you talk about what you heard in French business, when you try to answer to questions students or I ask... I'm asking you to participate, it doesn't matter if you make mistakes, this is the way to progress.

Midterm Exam

- Reading Comprehension and Discussion
- Oral Comprehension
- Training Exercise
- Case Study

Project

Case study – create your own advertising campaign for the BIA that you will present on **Thursday, December 10th, 2024**

With one or two partners, you will have to present an advertising campaign for the BIA. Your project includes a presentation of this campaign (in a case study that will justify your choice). You will find all the information on Moodle (program and due date). **All the preparation of your presentation (discussion, research, drafts...) must be posted on Moodle.** Your project is due on **Tuesday, April 22th, 2025**. This project will have the form of an interview with the director of the BIA (but actually your teacher) you have to convince to be your client.

Final Exam

- Reading Comprehension and Discussion
- Oral Comprehension
- Training Exercise
- Case Study

¹ # corresponding to the number of the letter (1, 2, 3 or 4)



Rules:

- Cell phones, smartphones and laptops are strictly forbidden unless I say otherwise.
- We don't eat in class. You may drink water.
- It is forbidden to leave the class. Our class is an hour and a half long, so think about going to the bathroom before class.

What I'm expecting:

- Participation in class and preparation after class (work on Moodle, print the documents before class).
- You know what we have talked about during the previous class.
- What is written on the whiteboard is important (unless I say it isn't) so copy what you see and memorize it.
- For the homework, look for the vocabulary you don't understand (and write it down in your notebook).
- *As in life, mistakes can be made*, and this is one way to progress, so I shall not ask you to answer correctly all the time but to think first and participate.

LEARNING OUTCOMES:

By the end of the course students will be able to:

- read specialized press;
- analyze business documents;
- communicate (oral and written) in a company;
- understand intercultural differences in firms

ATTENDANCE POLICY:

Your academics are a priority, and regular class attendance class is mandatory, respectful, and essential to academic success. Being absent from class will prevent you from maximizing your learning and will negatively affect your participation grade.

Lateness

Please arrive on time for each class meeting. Arriving late for class is disruptive for faculty members and students alike and will prevent you from maximizing your learning.

- 0 to 15 minutes = late
- Over 15 minutes = 1 absence

If you arrive late 3 times, it will be counted as an absence.

Absences

If you must be absent, please email both your professor and the academic team as soon as possible (mfedon@iesabroad.org) and (emaines@iesabroad.org). Absences for medical reasons and/or emergencies will be considered excused, but justification will be required. In this case, we will need:

- a *certificat médical*,
- from a French doctor,
- must be submitted within 24 hours of the absence,
- or proof of upcoming medical appointment.

If you are absent for an exam, presentation, or other graded in-class assignment, you must provide justification for the absence, or you will receive an automatic F.

Our attendance policy allows each student to miss one 3h course and two 1.5h class sessions without it affecting the final grade of the class. Above that, your final grade will be lowered. The following example is for a 1.5h class:

Final grade: A-

1 unexcused absence: A-

2 unexcused absences: A-

3 unexcused absences: B+

4 unexcused absences: B

And so on...

Lastly, an important reminder!

For any and all absences students are required to fill out the **ABSENCE FORM**, which can be found using the following link:
<https://airtable.com/appwRScHoi8XeQUhz/shrkeAL2VXGdy1RH5>

Any documentation FOR AN EXCUSED ABSENCE must be uploaded to this platform.

CONTENT:

Week	Content	Assignments
Week 1 21/01/2025 23/01/2025	Presentation of the syllabus and Moodle French work organization - socio-professional category - work conditions	Complete the worksheet about the French Work organization (<i>documents to get from Moodle</i>) Quiz 1 , Évaluation - Organisation du travail en France, on Moodle
Week 2 28/01/2025 30/01/2025	Looking for a job without any experience - Understand a job offer - Write a CV and a motivation letter	Letter n°1 : write a motivation letter (choose one of the offers in the document « la recherche d'emploi »)
Week 3 04/02/2025 06/02/2025	Looking for a job without any experience - Interviews for employment - The world of work	Quiz 2 , Évaluation - La recherche d'emploi, on Moodle Complete the worksheet about looking for a job (<i>documents to get from Moodle</i>) Présentez-vous en 30 secondes pour obtenir un entretien d'embauche
Week 4 11/02/2025 13/02/2025	Presentation of the firm and its environment - Different firms - Functions of the firm - Firm's partners - How to create a firm - Which activity? - Procedure	Quiz 3 , Évaluation - Présentation de l'entreprise, on Moodle Complete the worksheet about the firm and its environment (<i>documents to get from Moodle</i>) Contacter une entreprise du CAC40 et trouver des informations sur son action pour l'environnement Research about a firm, how it protects the environment and job opportunities
Week 5 18/02/2025 20/02/2025	Financing firms - CAC40 - Different kind of financing - Different kind of investment - Tax frauds	Oral Presentation: Introduce a CEO from a CAC40 firm Quiz 4 , Évaluation - Financement des entreprises, on Moodle

25/02/2025 27/02/2025	SPRING BREAK NO CLASS SESSION ON 25/02/2025 & 27/02/2025	
Week 6 04/03/2025 06/03/2025	Communicating with colleagues in a better way • How to create a better professional relationship • Motivate your team • Make a good impression at work • Dealing with a bad colleague • Write a professional email	Complete the worksheet about financing firms <i>(documents to get from Moodle)</i>
Week 7 11/03/2025 13/03/2025	Marketing and market study • Understand and write a questionnaire • Write a letter for this questionnaire • Intercultural • Production process MID-SEMESTER EXAM THURSDAY	Essay/research about the work of the artisan in France Quiz 5, Évaluation – Étude de marché, on Moodle Letter n°2: Write a mail for the questionnaire you've created in class (see Moodle for more info) Complete the worksheet about Market study <i>(documents to get from Moodle)</i>
Week 8 18/03/2025 20/03/2025	Competition rules • Different types of corporate growth • Frauds Procurement service • Answering to a claim • General conditions of sales and payment	Quiz 6, Évaluation – Les règles de la concurrence, on Moodle Complete the worksheet about Competition rules <i>(documents to get from Moodle)</i>
Week 9 25/03/2025 27/03/2025	Sales department • Contract Negotiating a contract with a client: the do's and don'ts	Quiz 7, Évaluation – Le service des achats, on Moodle Letter n°3: write a letter answering to a claim Complete the worksheet about Procurement service <i>(documents to get from Moodle)</i>

Week 10 01/04/2025 03/04/2025	Sales department • Advertisement and promoting sales • Analyzing advertisements The import and the export • Restrictions of the export • Identify distribution channel • Establishing in France • Payment	Quiz 8, Évaluation – Le service des ventes, on Moodle Complete the worksheet about Sales department (<i>documents to get from Moodle</i>)
Week 11 08/04/2025 10/04/2025	The import and the export • Restrictions of the export • Identify distribution channel • Establishing in France • Payment	Quiz 9, Évaluation – L'import-export, on Moodle Complete the worksheet about The import and the export (<i>documents to get from Moodle</i>)
Week 12 15/04/2025 17/04/2025	Firms and public authority relationship • Taxes • Public support • Tender and frauds • Laws (creation and different types of laws)	Quiz 10, Évaluation – Les relations entre les pouvoirs publics et les entreprises Complete the worksheet about Firms and public authority relationship (<i>documents to get from Moodle</i>)
Week 13 22/04/2025	Presentation of your project (advertising campaign) CLASS at 14:00	
28/04/2025- 02/05/2025	Final exam	

REQUIRED READINGS:

- **Dictionnaire d'apprentissage du français des affaires**, Ed. Didier, 2001 (ISBN: 2278046322) (you will find one in the BIA Center): Very useful to find business terms.
- A French dictionary such as *le Robert Micro* or *le Dictionnaire de Le Robert et Clé International*

RECOMMENDED READINGS:

Economic and financial articles from:

- Daily (Le Monde, le Figaro),
- weekly (L'Express, Problèmes économiques, Courrier International),
- monthly paper (Capital)

INSTRUCTOR BIOGRAPHY: Trúc Long VÕ TRÂN earned a « DEA de didactique des langues et des cultures » from la Sorbonne Nouvelle University (Paris) et a « licence de droit » from Nanterre University. He has taught French as a second language for more than ten years in different schools (la Mairie de Paris, l'Alliance française de Paris, Nanterre University...) and as a freelancer in different firms. His experience at South Orange Middle School (New Jersey), as a French teacher and assistant coach in cheerleading and by doing other activities (cooking lessons, chess club) in 2000 allowed him to see the country and



its population differently. He's been teaching Business French at IES Abroad Paris since 2003 and is currently teaching French in the CAP of Paris.

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