

General Information	
Academic subject	French Language
Degree course	(MSc) in Economics, finance and business
Curriculum	
ECTS credits	6
Compulsory attendance	No
Language	French

Subject teacher	Name Surname	Mail address	SSD
	Celeste Boccuzzi	celeste.boccuzzi@uniba.it	L-LIN/04

ECTS credits details			
Basic teaching activities	Lectures	Language Laboratory	Writing and conversation practice

Class schedule	
Period	2nd semester
Year	1st
Type of class	Lectures, Language Laboratory and writing and conversation practice will be integrated by French language assistant: Mrs Corinne Collomb.

Time management	
Hours	42
Hours of lectures	21 hours of lectures
Tutorials and lab	21 hours of lab

Academic calendar	
Class begins	30th October 2018
Class ends	19th December 2018

Syllabus	
Prerequisites/requirements	The level B2 of Common European Framework of Reference for Languages (CEFR) is the required basis for the French course.
Expected learning outcomes according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	The main objective of the French language course includes the attainment of a Vantage level in French language oral production through the use of a specific <i>Economics, finance and business</i> terminology. Professor Boccuzzi will focus on the practice comprehension skill of texts about subjects concerning the <i>Economics, finance and business</i> . The articles presented (<i>textbook excerpts, articles, original documents...</i>), will be a moment of reflection about different current events regarding <i>Economics, finance and business</i> in France and in French-speaking countries.
Contents	References about analysis of journal articles of the French economic press: - Analyse d'un article de presse : la pyramide inversée ; - Comment analyser un article de journal ? ; - Quelques traits distinctifs des articles de presse. Translation and linguistic analysis of economic and financial articles from newspapers, on line magazines and French blog.

	- J. Matas. <i>Yves Rocher, un fleuron français devenu marque internationale</i>, in « Les Echos Franchise », [https://www.lesechosdelafranchise.com/dossiers/success-story-ces-franchises-qui-cartonnent-dans-le-monde-entier/yves-rocher-un-fleuron-francais-devenu-marque-internationale-50376.php], (2016). - M. Braizaz, <i>Marketing to Women à l'international : l'exemple l'Oréal</i>, in « Womenology », [http://www.womenology.fr/veille/marketinginternational-exemple-floréal/], (2013). - S. Pommier, <i>Vivre sans Nestlé, L'Oréal le veut bien</i>, in « L'Expansion - L'Express », [https://lexpansion.lexpress.fr/entreprises/vivre-sans-nestle-l-oreal-le-veut-bien_1994197.html], (2018). - O. Détroyat, <i>Pourquoi on ne trouve plus de Coca-Cola ni de Fanta dans de nombreux Leclerc</i>, in « lefigaro.fr », [http://www.lefigaro.fr/societes/2018/04/13/20005-20180413ARTFIG00131-rupture-consommee-entre-leclerc-et-coca-cola-fanta-sprite-et-finley.php], (2018). - S. Lécluse, <i>Chanel : les chiffres en or que la marque de luxe garde secrets !</i>, in « capital.fr », [https://www.capital.fr/entreprises-marches/chanel-les-chiffres-en-or-que-la-marque-de-luxe-garde-secrets-1124682], (2016). The course materials for the written exam can be downloaded at: http://www.uniba.it/docenti/boccuzzi-celeste/attivita-didattica
Course program	Reading materials <u>Textbooks</u> PENFORNIS Jean-Luc, <i>Affaires.com. Français professionnel</i> (3ème édition), Paris, CLE INTERNATIONAL (Niveau avancé B2-C1), 2017, 144 p. Other references Contrastive grammar is optional: PARODI Lidia – VALLACCO MARINA, <i>Grammathèque. Grammatica contrastiva per italiani</i> (3ème édition), Genova, Black Cat – CIDEB, 320 p.
Bibliography	Bibliography Bilingual recommended dictionaries: - <i>Il Larousse francese Français-Italien / Italiano-Francese Dizionario</i>, Milano, Rizzoli - Larousse, 2006. - <i>Il Boch sesta edizione. Dizionario francese-italiano / italiano-francese</i>, Bologna, Zanichelli Editore, 2014. - <i>Grande Dizionario di francese</i>, Milano, Garzanti Linguistica, 2014. Monolingual recommended dictionaries: <i>Le Petit Robert</i> 2019, Paris, Le Robert, 2019. Specialized dictionaries: - A. LE BRIS, <i>L'économie et les affaires</i>, Bologna, Zanichelli, 2005. - Binon J., Verlinde S., Van Dyck J. Bertels A., <i>Dictionnaire d'apprentissage du français des affaires (DAFA)</i>, Paris, Éditions Didier, 2000. (Internet address: http://www.projetdafa.net/)

Bari, 20th September 2018

In Role
Celeste Boccuzzi