

General information	
Academic subject	French Language
Degree course	BA Business administration / Marketing and business communication
Academic Year	2nd
European Credit Transfer and Accumulation System (ECTS)	5
Language	French
Academic calendar (starting and ending date)	20/09/2022 – 20/12/2022
Attendance	This is not compulsory

Professor/ Lecturer	
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Virtual headquarters	On the Virtual headquarters by appointment (via email)
Tutoring (time and day)	Tuesday from 09.00 to 11.00

Syllabus	
Learning Objectives	The main objective of the French language course includes the attainment of an Intermediate level in French language oral production through the use of a specific <i>business</i> and <i>communication</i> sector. During the lessons, particular emphasis will be placed on exercising the ability to understand written texts on topics related to the addresses of the Courses in <i>Business Economics</i> and <i>Marketing and Business Communication</i> . The proposed documents (digital documents extracted from the textbook, articles, authentic documents ...) will represent, for students, an opportunity for reflection on various topical topics concerning companies and e-commerce in France and in French-speaking countries.
Course prerequisites	The starting level of linguistic competence is level A2 / B1 of the Common European Framework of Reference for Knowledge of Languages (CEFR).
Contents	<p>The French Language Course uses a communicative method based on two fundamental principles: collaborative learning and self-learning. Linguistic difficulties are proposed progressively using documents of an authentic nature. The topics of the course mainly focus on: <i>Les anglicismes dans la langue française (Dossier), Le marketing viral, L'e-commerce, Qu'est-ce que c'est le buzz?, Est-ce un anglicisme?, Le street marketing: Le marketing de rue qu'est-ce que c'est?, L'histoire du Benchmark, parler des inégalités, écrire un mail de réclamation, découvrir un fait de société, caractériser et décrire une profession, transmettre des informations, parler des changements climatiques, parler du tourisme</i>. (Some of the material is present in the "dossier materiale del Corso" on the MICROSOFT TEAMS PLATFORM).</p> <p>Emphasis will also be given to the presence of anglicisms in the French language in the business and enterprise sector and to the linguistic policy implemented by France and the French-speaking countries to stem this phenomenon.</p> <p>During the lessons will be promoted the use of bilingual dictionaries: paper, online and specialty to instruct the student on their correct use.</p> <p>The official lessons will be supplemented by exercises held by the French native speaker expert and will be dedicated to learning and consolidating the morpho-</p>

	syntactic and phonetic structure of the language and to the four basic skills: oral comprehension / production and written comprehension / production in the specialized language.
Books and bibliography	<p>READING MATERIALS</p> <p>Textbook</p> <ul style="list-style-type: none"> - LOPES Marie-José – TWARDOWSKI-VIEITES Delphine, <i>Inspire 3 (Méthode de français B1)</i>, Hachette français langue étrangère, Vanves, 2022, 191 p. - Dossier : “Anglicismes et termes recommandés dans le domaine de l’économie”. <p>OTHER REFERENCES</p> <p>Contrastive grammar is optional:</p> <ul style="list-style-type: none"> - PARODI Lidia – VALLACCO MARINA, <i>Grammathèque. Grammatica contrastiva per italiani</i> (3ème édition), Genova, Black Cat – CIDEB, 320 p. <p>BIBLIOGRAPHY</p> <p>Bilingual recommended dictionaries:</p> <ul style="list-style-type: none"> - <i>Il Larousse francese Français-Italien / Italiano-Francese Dizionario</i>, Milano, Rizzoli - Larousse, 2006. - <i>Il Boch. Dizionario francese-italiano / italiano-francese</i>, Bologna, Zanichelli Editore, 2020. - <i>Grande Dizionario di francese</i>, Milano, Garzanti Linguistica, 2014. <p>Monolingual recommended dictionaries:</p> <p><i>Le Petit Robert 2023</i>, Paris, Le Robert, 2023.</p> <p>Specialized dictionaries:</p> <ul style="list-style-type: none"> - LE BRIS A., <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. (versione online all’indirizzo: http://www.projetdafa.net/). <p>Online dictionaries:</p> <ul style="list-style-type: none"> - https://dictionnaire.lerobert.com - https://www.grandidizionari.it/dizionario_francese-italiano.aspx - https://www.larousse.fr/dictionnaires/francais-monolingue/ - https://dizionari.corriere.it/dizionario_francese/ - https://crisco2.unicaen.fr/des/ Dictionnaire Electronique des Synonymes (DES)
Additional materials	Additional materials will be provided during the lessons and in the section ‘Dossier’ (Microsoft Team code: 2lv9lsc).

Work schedule			
Total 125	Lectures 40	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours

			85
Hours			
40			
ECTS			
5			
Teaching strategy	<ul style="list-style-type: none"> - Lectures with thematic insights with the Internet. - Multimedia laboratory for listening and viewing authentic documents aimed at consolidating the four basic language skills: oral comprehension / production and written comprehension / production in the specialized language. 		
Expected learning outcomes	<p>The main objectives of the course include achieving an intermediate level on oral production in French using a specific terminology in the business and enterprise sector. Particular attention will be devoted to the exercise of the ability to understand written texts on topics relating to the address of degree courses in Business Administration and Marketing and Corporate Communication. The proposed documents (documents extracted from the textbook (DVD-Rom), articles, authentic documents ...), will provide an opportunity for reflection on various topical topics.</p>		
Knowledge and understanding on:	<ul style="list-style-type: none"> o Competence related to the understanding of business terminology. o Competence related to the knowledge of the company's terminology. o Competence related to the study of Anglicisms (borrowings of the English language) and their integration into the morphosyntactic system of the French language. 		
Applying knowledge and understanding on:	<ul style="list-style-type: none"> o Knowing how to use French neologisms. o Knowing how to use specific business terminology. 		
Soft skills	<ul style="list-style-type: none"> o Understand and produce written texts expressing one's opinion in a clear and precise manner. o Knowing how to independently explain topics related to corporate communication. o Knowing how to find correct solutions to communicate in professional situations. o Knowing how to work in a group on a specific project. 		

Assessment and feedback	
Methods of assessment	<p>The French language exam has the following structure:</p> <ul style="list-style-type: none"> o Written test (50%): Reading / comprehension of a written document, evaluation of grammatical competence. o Oral exam (50%): Oral presentation of the topics studied during the course. <p>Students will be able to present "tâches" relating to some topics covered during the course in the oral exam (optional activity) using the Power Point application.</p> <p>Non-attending students will have to complete the entire written test by studying the topics indicated in the detailed program available on the teaching page at the end of the course: https://www.uniba.it/docenti/bocuzzi-celeste/attivita-didattica.</p>

Evaluation criteria	<ul style="list-style-type: none"> o Applied knowledge and understanding: Adequate understanding of written texts and oral production of written and authentic documents on topics related to the addresses in Business Administration and Marketing and Corporate Communication and corresponding to level B1. o Communication skills: The student in Business Administration and Marketing and Corporate Communication must be able to communicate in French using the specific terminology of the business and marketing sector. o Ability to learn: The student is required to achieve an intermediate level of knowledge of the French language equal to B1 of the Common European Framework of Reference for the knowledge of languages (CEFR). o Autonomy of judgment: Knowing how to reflect and present topics relating to the economy and business in France and in French-speaking countries in complete autonomy.
Criteria for assessment and attribution of the final mark	Students will be evaluated in relation to the objectives achieved.
Additional information	Linguistic expert: Prof. Diane Guerrier (diane.guerrier@uniba.it), Students can send an email to the linguistic expert if they require support about the themes discussed in the course.