General Information	
Academic subject	French Language
Degree course	BA in Business administration
Curriculum	
ECTS credits	5
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	Ist semester
Year	2nd
Type of class	Lectures, Language Laboratory and writing and conversation practice will be integrated by French language assistant Mrs Diane Guerrier. **Piattaforma Microsoft TEAMS codice del TEAM EA-MCA - Lingua francese (a.a 2020-2021): 2lv9lsc**

Time management	
Hours	35
Hours of lectures	18 hours lectures
Tutorials and lab	17 hours lab

Academic calendar	
Class begins	28th September 2020
Class ends	15th December 2020

Syllabus	
Prerequisites/requirements	The level B1 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 an Intermediate level in French language oral production using a specific *Business administration* terminology. Professor Boccuzzi will focus on to the practice comprehension skill of texts about subjects concerning the *Business administration* course. The articles presented (*textbook excerpts, articles, original documents*…), will be a moment of reflection about different current events regarding *Business Administration* and the electronic trade in France and in French-speaking countries. These documents will allow students to think about articles and state their own opinion about subjects concerning business and electronic trade in France and francophone countries.
Contents	The course presents a lessons plan composed of different didactic units about business French subject matters. Each unit will be presented both with paper and audio-visual form. The subject of this course concerns above all the *Business administration* sector. During the course these subjects will also be discussed:

	Les anglicismes dans la langue française (Dossier 2020-2021), *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 ?,* (Da *Objectif express 2*): **Unité 3** *Les réunions* pp. 55-56-57, **Unité 4** *Étude de marché* pp. 60-61, *Excellentes conditions de vente* p. 64, *Comment « emballer » votre produit* p. 66, **Unité 5** *Des Français entreprenants* p. 87, *Réussir ses contacts à l'International* p. 89, **Unité 6** *Scénario professionnel* p. 106-107, **Unité 7** *Les congés en France* p. 122, **Unité 8** *L'entretien d'évaluation* p. 139, **Unité 12** *Les principales formes juridiques des entreprises françaises*. Professor Boccuzzi will promote monolingual, bilingual and specialized (paper and electronic dictionaries) to teach the correct use of dictionaries. French lectures will be integrated by a French language assistant that will give the students some writing and conversation practice. This writing and conversation practice will be devoted to learning and reinforcing morphosyntactic structure in French applied to the four base skills: comprehension/production oral and comprehension/production written in the specialized language.
Course program	**Reading materials** Textbook - DUBOIS Anne-Lyse - TAUZIN Béatrice, *Objectif Express 2 : Le monde professionnel en français,* Hachette français langue étrangère, Vanves (Hauts-de-Seine) – CCI Paris Île-de- France, 2016, 224 p. **-** Dossier : "*Anglicismes et termes recommandés dans le domaine de l'économie* ". **Other references** Contrastive grammar is optional: PARODI Lidia – VALLACCO MARINA, *Grammathèque. Grammatica contrastiva per italiani* (3ème édition), Genova, Black Cat – CIDEB, 320 p.
Bibliography	**Bibliography** Bilingual recommended dictionaries: - *Il Larousse francese Français-Italien / Italiano-Francese Dizionario*, Milano, Rizzoli - Larousse, 2006. - *Il Boch. Dizionario francese-italiano / italiano- francese*, Bologna, Zanichelli Editore, 2020. - *Grande Dizionario di francese*, Milano, Garzanti Linguistica, 2014. **Monolingual recommended dictionaries:** *Le Petit Robert* 2021, Paris, Le Robert, 2021. **Specialized dictionaries:** - A. LE BRIS, *L'économie et les affaires*, Bologna, Zanichelli, 2005. - Binon J., Verlinde S., Van Dyck J. Bertels A., - *Dictionnaire d'apprentissage du français des affaires* (DAFA), Paris, Éditions Didier, 2000. (Internet address: http://www.projetdafa.net/)
Notes	The course materials for the written exam can be downloaded at: http://www.uniba.it/docenti/boccuzzi-celeste/attivita-didattica or

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Teaching methods	- The use of the Internet to examine the course content online. - Language Lab to listen and view original documents help students to consolidate the four language skills: Listening Comprehension, Oral Expression, Reading Comprehension, and Written Expression in the specialized language.
Assessment methods (indicate at least the type written, oral, other)	French Language exams will be structured: ▪ Written exam (50%): - The exam lasts 2 hours; - The written exam is composed of four true-false tests (reading comprehension), one French language question (written expression) about the same article and the last question regarding the course content. ▪ Partial dispensation for attending students (50%) lasts (2 hours) at the end of the lectures. ▪ Oral exam (50%): During the oral exam, students could also submit to the professor a Power Point presentation about the course content. For the written exam, non-attending students will have to cover the settled syllabus can be downloaded at: http://www.uniba.it/docenti/boccuzzi-celeste/attivita-didattica The use of a bilingual dictionary is allowed.
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are).	▪ The attainment of Vantage level in French language B2 (upper-intermediate) of the Common European Framework of Reference for Languages: Learning, Teaching, Assessment (CEFR). ▪ The use of a specific *Business administration* terminology. ▪ High level of understanding of a text about subjects concerning *Business administration* course. ▪ To be able to explain autonomously subjects concerning *Business administration* in France and francophone countries.
Further information	