

Montgomery County Community College  
 FRE 190  
 Introductory French for Business  
 3-3-0

**COURSE DESCRIPTION:**

This course will focus on the application of the French language in the context of business and prepare students for dealing with French businesses. The systematic presentation and analysis of each topic will increase competence in speaking, listening, writing, and reading in French. In addition, students will learn about French business culture and etiquette and how to incorporate strategies when working with French businesses.

**REQUISITES:***Previous Course Requirements*

- FRE101 Elementary French

*Concurrent Course Requirements*

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Apply French in speaking, listening, writing and reading at a low intermediate level.	Assigned Readings AV/Multimedia and Online Materials Case Study/Cultural Project Demonstration and Practice Field Trip Lecture/Discussion Research Resources Role Playing Student Presentations	Performance Competencies Written and Oral Examinations
2. Act and react adequately in basic communicative situations in business.	Assigned Readings AV/Multimedia and Online Materials Case Study/Cultural Project Demonstration and Practice Field Trip Lecture/Discussion Research Resources Role Playing Student Presentations	Performance Competencies Written and Oral Examinations

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Utilize correct business related terms and phrases.	Complete textbook and workbook activities.  Practice and apply grammar and vocabulary.  Practice written and verbal exercises.  Complete exercises using electronic media.	Performance.  Oral and written homework.  Oral and written quizzes, tests, and exams.
4. Identify business culture and etiquette in French speaking countries.	Complete readings.  Watch documentaries.  Complete workbook activities.	Written homework.  Written quizzes and tests.
5. Explain the complexity of human diversity by contrasting the American business culture and etiquette to the practices in French speaking countries.	Do a case study.	Student presentations.

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

#### SEQUENCE OF TOPICS:

#### **VERBAL COMMUNICATION : LISTENING AND SPEAKING**

1. Course Introduction
2. Conversing over the phone
3. Introducing each other
4. Asking for a third party
5. Leaving a message
6. Asking for information
7. Spelling a place or a name
8. Travelling to French speaking countries
9. Eating out with a business partner
10. Ordering food and wine
11. Important holidays in French speaking countries
12. Ordering items
13. Expressing quantities

14. Expressing needs
15. Comparing products
16. Refusing an offer
17. Asking for prices
18. Describing items
19. Expressing appreciation, objecting, suggesting, advising
20. Explaining invoices
21. International bank operations

### **WRITTEN COMMUNICATION : WRITING AND READING**

1. Doing business in French speaking countries
2. Structure of a business
3. Work habits in French speaking countries
3. Using internet sites in French
4. French behavior
5. Applying cultural knowledge
7. Reading statistics and tables
8. Understanding brochures and leaflets

### **APPLICATION OF CULTURAL FACTS**

1. Cultural analysis of French business practices and etiquette
2. Food culture in France: etiquette, cheese, wine

### **LEARNING MATERIALS:**

*Comment vont les affaires* by Grunewald, Tauzin. 2010 Hachette. Textbook with CD and workbook.

Open learning content.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

### **COURSE APPROVAL:**

Prepared by: Dr. Erich Lichtscheidl Date: 10/14/2009

VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr. Date: 6/22/2010

Revised by: Dr. Erich Lichtscheidl Date: 2/2013

VPAA/Provost or designee Compliance Verification:  
Victoria L. Bastecki-Perez, Ed.D. Date: 7/9/2013

Revised by: Dr. Erich Lichtscheidl Date: 12/10/2014

VPAA/Provost or designee Compliance Verification:  
Victoria L. Bastecki-Perez, Ed.D. Date: 1/2015

*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*