

**COURSE DATA****DATA SUBJECT**

Code: 35023
Name: Business french I
Cycle: Undergraduate Studies / OCU Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1314 - Degree in International Business	Modern language for business (French)	ELECTIVES

COORDINATION

BAYNAT MONREAL MARIA ELENA

SUMMARY

The course French language for Business I is offered to students in the second term of the first year of degree and will continue next year on a second level that will be offered during the first term of second year.

Language training is particularly important for students of the International Business degree, since the training profile of this degree includes, among others, the following: an international, global approach in teaching, incorporation of a second European language (other than English), a mandatory training period at another non Spanish university, internships in a company or institution operating in the global market. During their studies a mandatory is therefore essential to complete their training in foreign countries, including francophone ones. It will be necessary to have attended the two French language levels and acquired basic communication skills (both oral and written) in that language in order to continue with their learning and development in French-speaking academic contexts in optimal conditions. This subject is closely linked with the other foreign language courses offered in the degree (English and German).

Undoubtedly, this course -like other foreign language subjects- is essential for the professional future of students in this degree because developing language skills for business is a necessary condition to perform any work activity in that sector.



PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

To join this course it is not necessary to have previous knowledge in French language. Otherwise, it is advisable to have it. Classes will start from a beginner and/or "false beginner" level and the year will finish with an estimated A2 level of the Common European Frame. For those students with lower linguistic levels, the lecturer will offer them personalized and guided learning itineraries in order to reach as soon as possible a similar level in the class.

COMPETENCES / LEARNING OUTCOMES

DESCRIPTION OF CONTENTS

1. General contents

Introduction to the French language applied to the business context.

Reading Comprehension and written expression of different discursive types: the internal and external communication of the company.

Listening comprehension and oral expression of different discursive types used in the international area of the business (requests, claims).

Topic 1 : Prise de contact.

- a. faire un tour de table.
- b. engager une conversation téléphonique.
- c. accueillir à l'aéroport.
- d. , accueillir dans l'entreprise.

Topic 2 : Agenda.

- a. prendre rendez-vous.
- b. changer de rendez-vous.
- c. organiser son temps de travail.
- d. communiquer un emploi du temps.

Topic 3 : Voyage.

- a. s'informer sur le lieu de destination.
- b. se déplacer en ville.
- c. trouver le bon chemin.
- d. faire du tourisme.

Topic 4 : Recherche d'emploi.

- a. consulter les offres d'emploi.
- b. découvrir ses motivations.



2. Topics

Topic 1 : Prise de contact.

- a. faire un tour de table.
- b. engager une conversation téléphonique.
- c. accueillir à l'aéroport.
- d. , accueillir dans l'entreprise.

Topic 2 : Agenda.

- a. prendre rendez-vous.
- b. changer de rendez-vous.
- c. organiser son temps de travail.
- c. rédiger un CV.
- d. préparer un entretien d'embauche.

In every unit students will practice and develop the four basic linguistic skills (oral and written expression and understanding).

3. Grammar contents

As the already mentioned topics are approached, the grammatical necessary notions will be explained. Along the course students will work, without a priori assigning them to any specific unit, the following grammatical aspects:

- 1. Les articles.
- 2. La négation et l'interrogation (directe et indirecte).
- 3. La formation du féminin et du pluriel.
- 4. Les numéros.
- 5. L'heure.
- 6. Les pronoms personnels.
- 7. Les adjectifs et pronoms démonstratifs.
- 8. Les adjectifs et pronoms possessifs.
- 9. Les pronoms relatifs qui et que.
- 10. Les prépositions de temps et de lieu.
- 11. Les temps verbaux : présent de l'indicatif, futur simple, passé composé, imparfait de l'indicatif, impératif.
- 12. Périphrases verbales.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	15,00
Laboratory	30,00
Classroom practices	15,00
Total hours	60,00



NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	2,00
Individual or group project	28,00
Independent study and work	25,00
Preparation of lessons	10,00
Preparation for assessment activities	10,00
Resolution of case studies	15,00
Total hours	90,00

TEACHING METHODOLOGY

This subject participates in the innovation project SLATES, a project that is part of the Register General Teaching Innovation Groups of the UV (code CID23_2575656), this involves the use of active methodologies as well as learning the correct use of the Internet and AI.

Pedagogical methods will be used to facilitate student self-learning and their fullincorporation into university life. French will be the language of communication in the classes.

The methodology of the subject will favour the acquisition of the different generic competences and specific competences mentioned above.

Work on the different communicative skills (written and oral expression and comprehension) will be intensified, both face-to-face and virtually:

1. Face-to-face:

In class, the basic grammatical and linguistic notions of the French language will be explained, aimed at its use in business (face-to-face classes) and written and oral expression and comprehension will also be practised in specific contexts (practical classes).

The face-to-face tutoring hours will be used to resolve doubts, hand in reports or assignments and to support students in all aspects related to the subject. Students will be informed through the virtual classroom of the timetable for face-to-face tutorials and the dates for handing in assignments.

2. Virtual:

The virtual classroom is a fundamental instrument in the subject, which will serve to offer a series of assignments and online materials complementary to the classes. It will also be a means of bilateral communication.

The theoretical component of the course (one hour per week) will always have an immediate practical application. After this theoretical session - which will be isualised as far as possible by the student thanks to the basic manual and/or through graphs, tables, examples on the blackboard, transparencies, screen



projection and/or photocopies - a series of selected exercises and self-created work will be carried out in the practical classes (three hours per week, of which two in the laboratory), which will be corrected in classroom hours, handed in at the end of the class for individual correction or self-corrected. At the end of some laboratory classes in which web pages will be used or tasks and instruments will be proposed, students may be asked to submit reports or reports on the work carried out in these classes. Practical classes will reinforce the grammatical and communicative knowledge being acquired: authentic documents will be used for this purpose. Special emphasis will also be placed on oral comprehension through selected oral documents and on oral expression through reading and conversation and discussion groups.

Students must attend tutorial hours regularly, both in groups and individually to resolve doubts and to monitor their progress in the subject individually, as well as to correct specific errors in the writing of texts or other activities.

Students who, for a justified reason, are unable to attend classes are advised to bring a parallel work that the teacher will assign them during tutorial hours.

Teaching tools or resources:

The key grammatical points and fundamental theoretical concepts that will be presented in this subject will be developed through exercises in the basic manual, in photocopies or online material (virtual classroom).

During the course, activities or readings will be proposed and a report will be requested (there will be deadlines).

Individual and group work must also be done and handed in, which will be reported in class and through the virtual classroom.

Students will be encouraged to use audiovisual media and the computer network inside and outside the classes in order to favour their autonomous learning, encouraging them to choose their own personalised learning itinerary.

Students are advised to attend classes regularly and follow the subject regularly, handing in all the activities requested in class or in the virtual classroom: these activities will be marked in the continuous assessment section.

Policy on the use of Artificial Intelligence in class

Learning how to use AI is an emerging skill, and we will provide training on how to use it.

The limitations of AI must be taken into account, such as the following:

If minimal effort prompts are provided, low-quality results will be obtained. Prompts must be refined to



obtain good results. This requires work.

The author of the work or task is responsible for any errors or omissions provided by the tool. Sources must always be checked.

AI is a tool; you must decide when it is useful and when it is not. It should not be used if it is not appropriate for the case or circumstance. It is mandatory to include a paragraph at the end of any assignment or work in which Artificial Intelligence has been used, explaining what it has been used for, what instructions have been applied to obtain the results, and in which parts of the work it has been used. Failure to do so will constitute a breach of academic honesty policy and plagiarism (punishable by law). All work or assignments must contain a personal contribution, and both the parts written solely by the author and those in which AI has been used must be clearly identified.

EVALUATION

The subject will be evaluated from the following triple procedure:

1. **compulsory final exam** that will account for **60 %** of the final mark and that will assess both, written and oral competences:

1.1. **Written exam** (official date): **40%** of the final mark.

1.2. **Oral exam** (date to be agreed): **20%** of the final mark.

2. The assessment of the **practical activities (group work)** developed by the student during the course: production of papers / memories and / or oral performances or presentations, with defense of the positions developed by the student (delivery of **papers** and **reports**): **20 %** of the mark.

3. The **continuous assessment** of the student, based on his/her participation and implication in the teaching-learning process (class assistance and participation, delivery of tasks in class or through the virtual classroom on time, assistance to tutorships,...): **20 %** of the mark.

ITINERARIES:

Student have to choose between **3 itineraies**: one for **non-Francophone students (A)**, another one for **Francophone students (B)** and third one **(C)** for students who **cannot follow the continuous assessment** (they have to speak with teachers and explain why during **first month**)

ITINERARY A (non-Francophone students):



1. **Written exam** (official date): **40%**.
2. **Oral exam** (date to be agreed): **20%**.
3. **Compulsory group assignment**: **20%**.
4. **Continuous assessment**: **20 %**.

ITINERARY B (Francophone students):

Students have to **assist** habitually **to the lessons** and **participate** in lessons **activities**. French-speaking students must submit a **FINAL REPORT** justifying all the activities carried out in class and outside the classroom (lecturer and tutor functions) to help non-French-speaking students in their learning of the French language.

1. **Written exam (official date)**: The listening comprehension question will be replaced by a specific writing question on French for business. **40 %**.
2. **Final oral exam**: they will obtain this points becoming **mentors** of no-francophone students: they'll assists to the help them in to prepare their oral exams and their movies (**obligatory group assignment**). They don't have to do the oral exam. **20%**.
3. **Compulsory group assignment**: they have to participate in the group as no-francophone students. **20%**.
4. **Continuous assessment**: Francophone students do not have to do these kinds of tasks and activities but they have to be **mentors** and help students in the classes, to do oral practice with students assigned and to prepare movie. This way, you automatically obtain **20%** of the final mark.

ITINERARY C (students who cannot do the continuous assessment):

THEY HAVE TO SPEAK with teachers during **first month**.

1. **Written exam**: it'll be **longuer** than itinerary A (more questions in french specific to busines). **60 %**.
2. **Oral exam**: individually (prior appointment). **20%**.
3. **Compulsory group assignment**: **20%**.
4. **Continuous assessment**: **0 %**.



In itinerary A the mark obtained in the **continuous assessment and in the practical activities** will add to the final mark of the final examination only if there is obtained at least a minimal punctuation of **50 % in all the parts of the examination** (both for the **written** and for the **oral** exams).

All the parts of the evaluation must be passed to do the average.

The student's final mark is obtained by **adding the continuous assessment mark and the final examination mark** (as long as this final examination passed in all parts). If final examination is failed, the final mark will never exceed 4.5 (out of 10). In that case, the marks got from the tests, works or exams passed in the first sitting will be kept for second call.

Students who **cannot attend to the classes** (itinerary C) have to speak with teachers at the beginning of the academic year (during **first month**) in order to kwith teachers (previous appointment) now **alternative activities** for **continuous assessment**.

French students (itinerary B) have to speak with teachers during the **first month**.

The **continuous assessment** and the practical activities cannot be recovered. They **cannot be done after the date fixed** for them during the course.

Homework, assignments, and reports must be turned in by the **due date**. Late work will not be accepted after deadline.

Plagiarism will be penalized in the submission of papers: whenever a source of information or resource is used for its realization (including IA), everything that is not self-authored must be indicated and its origin must be specified.

Evaluation and qualification regulations :

https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf

REFERENCES

Bibliografía general:

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PENFORNIS, J.L : Vocabulaire progressif du français des affaires, avec corrigés, Paris, Clé International, 2003.

HESNARD, C. : La correspondance commerciale française, Paris. Broché: 2005.



Gramática y conjugación:

BOULARES, M.-J.L.FRÉROT : Grammaire progressive du français, Niveau intermédiaire, Paris, Clé International, 1997.

POISSON-QUINTON,S. ET AL.: Grammaire expliquée du français, Paris, Clé International, 2002.

ABBADIE, C., ET AL.: L'expression française écrite et orale, Grenoble, Presses Universitaires de Grenoble, 1990.

BAYLON, C. -FABRE, P.: Grammaire systématique de la langue française, Paris, Nathan, 1995.
BECHADE, H. D.: Grammaire française, Paris, PUF, 1994.

BERARD, E. -LAVENNE, C.: Grammaire utile du français, Paris, Hatier-Didier, 1991.

CALLAMAND, M.: Grammaire vivante du français, Paris, Larousse, 1978.

CANTERA, J. DE VICENTE, E.: Gramática francesa, Madrid, Cátedra, 1986.

CHARAUDEAU, P.: Grammaire du sens et de l'expression, Paris, Hachette, 1992.

DENIS, D. ET AL.: Grammaire du français, Paris, Le livre de Poche, 1994.

Gramática en línea. Reglas y ejercicios de gramática: <https://www.lepointdufle.net/p/grammaire.htm>

Selección de actividades de gramática: <https://www.leplaisirdapprendre.com/portfolio/selectionactivites-grammaire-a1-a2-b1-b2/>

BESCHERELLE: Le Nouveau Bescherelle. L'Art de conjuguer. SGEL.

Le conjugueur: <http://www.leconjugueur.com>

Verbes, fiches et conjugaison complète: <http://www.capeutserver.com/verbes/index.php>

Bescherelle 3: La Grammaire pour tous. Edit. Hatier

Diccionarios:

Diccionario monolingüe: Le Robert Définitions, conjugaisons, grammaire <https://dictionnaire.lerobert.com/>

Diccionario bilingüe: Larousse <https://www.larousse.fr/dictionnaires/francais-espagnol>



Le grand dictionnaire terminologique (diccionario monolingue): <https://vitritelinguistique.oqlf.gouv.qc.ca/>

Dictionnaire multilingue (mots, textes, pages web) : <http://www.reverso.net>

Vocabulario:

MIQUEL ET LÉTÉ : Vocabulaire progressif du français, Niveau débutant et intermédiaire, Paris, Clé International.

Lexiquefle: <http://lexiquefle.free.fr/>

Phonétique: <https://www.lepointdufle.net/p/phonetique.htm>

Otros enlaces de interés:

TV5MONDE: TV5Monde: <http://www.tv5monde.com/>

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