**French Language (Advanced)**

Prof. Maria Teresa Moia

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course is designed for students with initial French language skills at B1 level according to the *Cadre Commun de Reférence du Conseil de l'Europe*. It aims to help students to acquire a good command of communication (written and oral), contextualised in various situations of the business world.

At the end of the course, students are expected to achieve level B2 of the European reference framework:

- ability to understand a wide range of complex and rather long texts and to derive their implicit meaning,

* ability to express themselves fluently and spontaneously, without excessive effort to search for words,
* flexible and effective use of the language for social, academic and professional purposes,
* ability to produce clear, well-structured and articulated texts on complex topics and to master discursive structures, connectives and cohesion mechanisms.

Students will also acquire knowledge of French social and economic culture and will be able to analyse texts and documents in French.

***COURSE CONTENT***

The course offers an in-depth study of the typical aspects of French social and economic culture. Documents and other material intended for linguistic analysis will be made available by the lecturer and will be an integral part of the course.

*Course content:*

* *Au séminaire:* how to interact in a meeting, making a presentation, using *benchmarking*.
* *Une commercialisation réussie:* pricing (and its legislation), distribution channels and delivery methods.
* *Objectif vente:* definition of a communication plan, advertising campaign, e-mailing, social networks.
* *Bienvenue au salon:* participation in and organisation of a stand in an International Exhibition.
* *À l’écoute du client:* after-sales service and customer relations, satisfaction questionnaire and loyalty process.
* *Je reste zen:* stress management, teleworking.
* *En voyage d’affaires:* managing a reservation and any related problems, negotiation phases with the customer, mission reports.
* *Incollable sur les réglementations:* launching and responding to an offer, procedures and legislation, the role of Consumer Associations.
* *Vive la crise!*. Presentation and reading of data, analysis of the economic and financial crisis.
* *Je crée mon entreprise:* self-analysis of motivation and skills, recruitment, the situation of women entrepreneurs.

***READING LIST***

- Jean-Luc PENFORNIS, Français.com. Français professionnel (Niveau Intermédiaire B1), CLE International.

- In-depth materials available on the Blackboard platform.

***TEACHING METHOD***

Classroom activity involves frontal lessons (work on vocabulary and grammar structures), supported by the presentation of audio and video material, and frequent opportunities for communicative exchange among students: dialogue simulations, guided conversations, group work aimed at the production of a text. Practical exercises with comprehension and production of written and authentic oral texts aimed at developing students’ ability to manage and produce business documents.

***ASSESSMENT METHOD AND CRITERIA***

Assessment consists of a written test and an oral *exposé* to which students are admitted after passing the written test.

**Description of the written test**

Written part:

1. 3 open-ended questions (10 lines each; maximum score: 12 points).
2. Grammar B2 Level (multiple-choice or fill-in-the-gap exercises; maximum score: 8 points)
3. Written production (drafting of 1 text of approximately 100 words; maximum score: 10 points). se of the dictionary is not allowed.

Oral exam:

After passing the written test with a score of at least 18/30, students must demonstrate their ability to hold a conversation on the topics of the course, starting from a presentation (lasting about 15 minutes) on a topic of their choice.

If students pass the written test, the oral exam is assigned a maximum score of 30/30 (final single mark), that is, the average between the written test mark and the mark obtained from the assessment of students’ oral presentation skills.

***NOTES AND PREREQUISITES***

Students are required to have at least a B1 level in French to be able to attend this advanced course.

Information on office hours available on the teacher's personal page at http://docenti.unicatt.it/.