

~~87-88/21~~
88-89/7A

NEW COURSE PROPOSAL OR NEW PROGRAM PROPOSAL

Department: French

Person to Contact for Further Information: Dr. Renee Liscinsky

Course Affected: FR 254 Business French changed to La France d'aujourd'hui
(Course Revision) *Evolution of Modern France*

Desired effective semester change:

Approvals: Department Committee Chairperson Renee Liscinsky

Department Chairperson Robert L. Whitman

School Committee Chairperson James F. Gray

School Dean Mark J. Hayler

A. DESCRIPTION AND ACADEMIC NEED

A1. Catalog Description: See attached.

A2. Syllabus attached.

A3. This course Contemporary France "La France d'aujourd'hui" will familiarize the student with the understanding of French culture and thought as they relate to business activities. It will give students an overview of the political, economic and social situations of France. It will prepare them for many diverse careers in an international climate, such as banking, international marketing, imports, exports PPG, Banks, etc.... This course will give students a very practical knowledge of France and of the terminology of commercial French.

A4. This course does not require changes in the content of other existing courses.

A5. This course is different from the other courses in the sense that it touches a more practical aspect of French culture.

A6. FR 254 is a regular IUP course. Its content will change slightly to fit its sequential new course: FR 354.

A7. This course is not to be a dual-level course.

A8.

A9.

B. INTERDISCIPLINARY IMPLICATIONS

B1. This course has one instructor.

2. This course is required in the FLIT program. During the 5-year Self-Study/Evaluation, the outside observers, Dr. Robert Terry, University of Richmond and Dr. Ronald St. Onge, William and Mary College, recommended that the FLIT program be strengthened and expanded. This expansion involves a slight change in content in 254, together with the addition of 354, a further development of the concept.

B3. The content of this course has no relationship to the content of courses offered by other departments.

B4. Applicable to School of Continuing Education. Indeed, insofar as certain people already actively involved in business, wish to expand this understanding of the French-speaking world, and its particular business practices.

C. EVALUATION

C1. Students progress will be evaluated in the following manner.

4 written exams	50%
Turned-in homework (letters - reports)	20%
1 final exam	20%
classroom participation	10%

C2. This course may not be taken for variable credit.

D. IMPLEMENTATION

D1. Resources

- a. Faculty: 1 present faculty member
- b. Space and Equipment: Classroom, VCR, 2 videocassettes (in possession; French stock exchange, Mitterrand, French nuclear power)
- c. *N/A*
- d. Library materials. Some are already available at our library. Others are to be ordered. (Department will fund it out of acquisition budget.)
- e. Travel funds: Not necessary.

D2. This course will be offered in the Fall because it should be complemented by 354 in the Spring.

D3. The department anticipates offering one section of the course each Fall semester.

D4. We can accommodate a maximum of 20 students to insure sufficient time for individual attention to each student.

TEXT: La France - Culture Economie Commerce

Oudet - Gobert

Catalog Description

FR 254 Civilisation of Modern France (La France d'aujourd'hui) (3 credits)

Prerequisite: 254² or equivalent

Study of Modern French Culture and Civilisation = Social Institutions - government - industry - economics - geography. Development of all language skills for use in business situations in French speaking environment. Emphasis on acquisition of an active knowledge of the business world.

<u>week</u>	<u>source</u>	<u>sujet</u>	<u>subject</u>
1		Géographie de la France et de l'Europe	Geography of France and Europe
	handouts COHEN	Demographie	Demography
2	Chapter I	Les Français et leur gouvernement	The French and their government
		L'Administration nationale et régionale	National and Regional Administration
		Les grands partis politiques	The great political parties
3	Chapter II	L'Agriculture et l'industrie françaises	French agriculture and industry
4	Chapter III	Le marché commun et le commerce extérieur	The Common Market and foreign trade
5-6	handouts Chapter IV	Les entreprises et le commerce extérieur	Business and foreign trade
7	Chapter V	Les Finances	Finance
8	Chapter V special handouts videocassettes	La Bourse	The Stock Exchange
9	Chapter VI	Les Communications	Communication
10	Chapter VII	La Publicité	Advertising
11		Les classes sociales et le monde de travail	Social classes and the working world
12		La Société de consommation	Consumer society
13	special handouts	L'avenir de la France	The future of France

French 254

Civilisation of Modern France (La France d'aujourd'hui) (3 credits)

Prerequisite: 254 or equivalent

Study of Modern French Culture and Civilisation - Social Institutions - government - industry - economics- geography. Development of all language skills for use in business situations in French speaking environment. Emphasis on acquisition of an active knowledge of the business world.

This course Contemporary France "La France d'aujourd'hui" will familiarize the student with the understanding of French culture and thought as they relate to business activities. It will give students an overview of the political, economic and social situations of France. It will prepare them for many diverse careers in an international climate, such as banking, international marketing, imports, exports PPG, Banks, etc... This course will give students a very practical knowledge of France and of the terminology of commercial French.

Students progress will be evaluated in the following manner.

4 written exams 50%
Turned in homework (letters - reports) 20%
1 final exam 20%
classroom participation 10%

TEXTS

Le France - Culture Economie Commerce Oudet - Gobert

No special requirements.

Bibliographie :

La France : Culture, Economie, Commerce
(Dudot/Gobert), Houghton Mifflin

Le Français secrétariat
(Dany/Geliot/Parizet), Hachette

French for business
(Claude le Goff), Hatier

Le Français commercial
(Danilo/Challe), Presses Pocket

Le Français commercial I & II
(Mauger/Chardon), Larousse

Initiation Economique et Sociale
(Brémond/Cohen), Hatier

Commercial French
(Cummins), Prentice Hall

Français commercial
(Guback), Holt

Organisation de l'entreprise
(Langlet/Fouchey), Nathan

French for business and finance
(Pegala), Heath

Le français de la banque
(Dany/ de Renty/ Rey), Hachette

Le français des hommes d'affaires
(Dany/Reberieux/de Renty) Hachette