87-88/22 88-89/7B

## NEW COURSE PROPOSAL OR NEW PROGRAM PROPOSAL

Department:

French

Person to Contact for Further Information: Dr. Renee Liscinsky

Course Affected:

Desired effective semester for change:

Approvals: Department Committee Chairperson

Department Chairperson RHGt 9

School Committee Chairperson

School Dean

A. DESCRIPTION AND ACADEMIC NEED

Al. Catalog Description: See attached.

A2. 354 Syllabus attached.

- A3. This course "Business French" will enhance the students oral, listening, reading and writing proficiency in French. It will focus on business letter writing, economic and business technology, international trade, foreign investments, banking, insurance, advertising and sales, legal and commercial documents and the economy of France. The refinement of all language skills used in a multi-national business setting will prepare the student to take the international examination offered by the Paris Chamber of Commerce: Certificat pratique de Francais economique et commercial.
- A4. This course does not require changes in the content of other existing courses.
- A5. This course is oriented towards the preparation of the international examination offered by the Paris Chamber of Commerce: the "Certificat Pratique".
- A6. This course has been offered as FR 481 on trial bssis in Spring 1985 and Fall 1986. The attached syllabus explains the details of the course offering. The nine students enrolled in the class have given very favorable evaluations of the course (Copies are attached in appendix).
- A7. The course is not to be a dual-level course.
- A8. Yes, other institutional organizations offer the business program as a two semester sequence. See list attached.

Catalog Description

FR 354 Business French (3 credits)

Prerequisite: 254 or permission of instructor

Study of principles and practices of business communication in French secretarial and adminitrative procedures with emphasis on the planning and writing of business letters, reports and abstracts of articles on business and economy.

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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: <u>Le français du secrétariat commercial</u> Dany - Geliot - Parizet No special requirements.

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## FRENCH 354

	<u>week</u>	source	sujet	subject
	1	special handouts	Comment écrire une lettre d'affaires	basic business letter-writting
	2	DANY Part I Chapter I	prendre contact téléphonant ou écrivant pour des entretiens	establishing contact calling or writing for interviews
	3–4		Informer et s'informer	to inform others and oneself
			Les transports—les trains et les avoins	French transportation system —planes and trains
			Revision de la géographie française	Review of French geography
į			Cherchant un emploi	Looking for a job
			Comment lire les petites annonces	Reading the want-ads
1	5	DANY Part II Chapter I	Passer, recevoir, exécuter une commande -preparer une vente	Relay, receive, execute an order -prepare a sale
٠	6	Chapter II	-demander des modifications	-ask for modifications
	7	Chapter III	-passer une commande	-relay an order
	8	Chapter IV	-exécuter une commande	-execute an order
	9	DANY Part III Chapter I	Situations difficiles -on n'a pas livré ce que j'avais commandé	Awkward situations -you did not send us what we had ordered
	10	Chapter II	Les transporteurs	The transporters
	11		L'argent, toujours l'argent	Money, always money
	12		Heureusement que nous sommes assurés	It's good to be insured
	13-14		Synthèse—une opération import-export	Synthesis—an import- export operation

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	university	enrollment	number of business Prench classes	Recognition by Chamber of Commerce	International trade ( , program
	SUNY Albany	16,000	4 classes	diplôme supérieur	offers a concentration in business French
	Eastern Michigan University	20,000 (in 1979)	4 classes	certificat	Language International Trade
	Penn State	62,414	3 classes		
· .	Bloomsburg	5,241	2 classes	•	•
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- · · · · · · · · · · · · · · · · · · ·	Rutgers	47,000	3 classes	d1p1ôme	
	Illinois		3 classes	d1p1ôme	French Commercial Studies
- -	Ohio State	•	3 classes	certificat	