

# LL308-12 French Language for Enterprise

**20/21**

**Department**

School of Modern Languages and Cultures

**Level**

Undergraduate Level 3

**Module leader**

Melanie Jolivet-Balon

**Credit value**

12

**Module duration**

9 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

Prerequisite - Prior knowledge of French:

- approximately C1 level of the CEFR (Common European Framework of reference for Languages)
- or advanced knowledge of French, i.e. a good A level or equivalent + 2 years of further study
- successful completion of Language Centre level 6 equivalent module (e.g. French for Business 2, French through Translation, French Language through Films)
- or equivalent

This module is the equivalent of a level 7 module in French at the Language Centre.

This module is designed to help students maximise fluency and accuracy in written and oral French to operate effectively in professional contexts.

The module is built around the production of a business plan. It enables students to identify key stages in a project, develop critical and analytical skills, and apply linguistic, socio-cultural awareness and research skills to their own project.

This is the highest level you can study at the Language Centre.

## **Module aims**

To develop a high degree of competence in French to accomplish a wide range of communicative and professional tasks, accurately and fluently in a business context.

To maximise fluency and accuracy in written and oral French.

To enhance cultural awareness and 'business culture' insights essential to successful functioning in the world of work in a French-speaking environment.

To build critical analytical skills.

To work towards C1.2/2 of the Common European Framework of Reference.

## **Outline syllabus**

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

The module is:

- taught entirely in French
- organised around drafting a Business Plan for a project in France
- skill-based and draws on a variety of media, to enable students to build and increase business knowledge and related language skills.

## **Learning outcomes**

By the end of the module, students should be able to:

- Demonstrate a broad knowledge of economic and social factors affecting business in France.
- Apply high critical analytical, linguistic, socio-cultural and business awareness to develop a project and solve problems in French.
- Handle a wide range of authentic materials in French.
- Use specialist lexis and syntax to understand and produce spoken and written language appropriate for a wide range of practical tasks rooted in the business context accurately and fluently.
- Respond to questions and comments fluently, spontaneously and convincingly.

## **Research element**

Researching and analysing documents and practices on a variety of topics related to business.

## **Interdisciplinary**

WBS

Warwick Enterprise

## **International**

This module develops intercultural awareness and helps to prepare students for international student mobility.

### **Subject specific skills**

Strategies for understanding gist and specific information

Strategies to communicate effectively both in writing and orally in French

Reflect critically on own work

Using appropriate resources (linguistic or technological) to produce accurate written assignments

Research and analyse documents on a variety of topics related to business

Intercultural competence

### **Transferable skills**

Intellectual skills: criticism, analysis, synthesis, problem-solving

Communication skills: writing and oral presentation, pitching, defending one's point of view

Organisational skills: independent work, time management, project management, initiative and resourcefulness

Interpersonal skills: flexibility, adaptability and the ability to work with others

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## **Study**

### **Study time**

<b>Type</b>	<b>Required</b>
Supervised practical classes	9 sessions of 2 hours (15%)
Private study	51 hours (42%)
Assessment	51 hours (42%)
Total	120 hours

### **Private study description**

Work set on moodle and homework set by tutor

Students develop one section of their business plan every week of term. Half of independent study is dedicated to drafting the Business plan.

### **Costs**

No further costs have been identified for this module.

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## **Assessment**

You do not need to pass all assessment components to pass the module.

## Assessment group A

	<b>Weighting</b>	<b>Study time</b>
Business plan	50%	50 hours
Students develop one section of their business plan every week of term. Half of independent study is dedicated to drafting the business plan.		
Oral test	50%	1 hour
Speaking test in French: 30-minute preparation + 20-minute test		

## Feedback on assessment

Verbal feedback is provided to the class regarding regular formative tasks set for homework and activities completed in class; individual feedback for learning is given verbally in class for practice orals and individually during two one-to-one feedback sessions for two sections of the business plan handed in by students. Feedback on the business plan is given via Tabula.

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## Availability

### Pre-requisites

Prior knowledge of French:

- approximately C1 level of the CEFR (Common European Framework of reference for Languages)
- or advanced knowledge of French: i.e. a good A level or equivalent + 2 years of further study
- or successful completion of Language Centre level 6 equivalent module (e.g. French for Business 2, French through Translation, French Language through Films)
- or equivalent

## Courses

This module is Core optional for:

- Year 4 of UIBA-N140 Undergraduate International Business
- Year 4 of UIBA-N1R1 Undergraduate International Business with French
- Year 4 of UIBA-N1R2 Undergraduate International Business with German
- Year 4 of UIBA-N1R3 Undergraduate International Business with Italian
- Year 4 of UIBA-N1R4 Undergraduate International Business with Spanish