

Advanced Business French I

Last Updated: Tue, 01/06/2026

Course prefix: FREN

Course number: 3061

Section: A

CRN (you may add up to five):
34703

Instructor First Name: Sophie

Instructor Last Name: Landrieux Kartochian

Semester: Spring

Academic year: 2026

Course description:

Course Description

FREN 3061 (French for International Business) - Students will develop their written and oral professional communication skills and intercultural competence by increasing their knowledge about business and entrepreneurship in francophone countries.

This course focuses on French for Business and Sustainability. Students will develop their professional communication skills in French to prepare for careers in a global world. In addition to increasing their proficiency in the four languages skills (reading, writing, speaking, and listening), students will develop their critical thinking and professional communication skills through the study of authentic business materials and the completion of assignments. Namely, they will draft a business plan and several reports, create infographics, practice debating and negotiating in simulations, present orally a brand, key data about a company or the economy, and make a pitch.

Course learning outcomes:

Course Objectives and Learning Outcomes

Upon successful completion of the course, students will be able to:

- Use appropriate specific vocabulary to discuss sustainability, business, and economic topics.

- Demonstrate their understanding and knowledge of business, economic, and sustainability issues.
- Communicate more effectively in a business context by improving their writing and oral presentation skills.
- Develop their research and critical thinking skills by selecting and synthesizing information and analyzing various data.
- Expand their intercultural knowledge and gain cross-cultural awareness by contrasting business practices in different countries.

Required course materials:

REQUIRED COURSE PACKAGE

No textbook is required. Detailed guidelines and materials for the assignments will be posted on **Canvas**.

Instructor-developed PowerPoint presentations, methodology notes, vocabulary lists/learning aids, written/oral/communicative activities, including press articles, videos, interactive activities of websites, and weblinks will be posted on Canvas.

Grading policy:

Evaluation

% of final grade

Participation and Homework

15 %

Test (2 tests in class - 2*15%)

30 %

Courte présentation orale à deux

10 %

Présentation orale de groupe

20 %

Projet final

25 %

Attendance policy:

Daily class attendance is expected. Attendance will be taken at the beginning of each class. You are allowed **2 unexcused absences** (scheduled flights or trips, picking up relatives at the airport, going to a wedding/reunion...) without penalty. **EACH** additional absence will result in the subtraction of **10 points** from your participation grade. You will be penalized if you arrive late to class or leave early without notifying your instructor first.

An absence is excused if a) you are required to participate in an official GT activity (documentation required) b) you are under a doctor's care or scheduled an emergency doctor appointment (documentation required) c) you are granted a leave of absence from GT for reasonable cause by an academic dean (documentation required) d) documented illness or a significant life-event prevents you from attending class e) you are observing a major religious holiday f) going to a job/internship interview (documentation required).

Academic honesty/integrity statement:

Students are expected to maintain the highest standards of academic integrity. All work submitted must be original and properly cited. Plagiarism, cheating, or any form of academic dishonesty will result in immediate consequences as outlined in the university's academic integrity policy.

Core IMPACTS statement(s) (if applicable):

FREN 3061-A - Advanced Business French I - This is a Core IMPACTS course that is part of the Humanities area.

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Core IMPACTS refers to the core curriculum, which provides students with essential knowledge in foundational academic areas. This course will help students master course content, and support students' broad academic and career goals.

This course should direct students toward a broad Orienting Question:

- How do I interpret the human experience through creative, linguistic, and philosophical works?

Completion of this course should enable students to meet the following Learning Outcome:

- Students will effectively analyze and interpret the meaning, cultural significance, and ethical implications of literary/philosophical texts or of works in the visual/performing arts.

Course content, activities and exercises in this course should help students develop the following Career-Ready Competencies:

- Ethical Reasoning
- Information Literacy
- Intercultural Competence