

# SYLLABUS

## 1. Information regarding the program

1.1 Higher education institution	<b>University of Oradea</b>
1.2 Faculty	<b>Faculty of Economic Sciences</b>
1.3 Department	<b>Department of International Business</b>
1.4 Field of study	<b>Economics and International Business</b>
1.5 Cycle of study	<b>Cycle II - Master Degree</b>
1.6 Program of study /Degree	<b>International Business Administration</b>

## 2. Information regarding the discipline

2.1 Name of discipline		Business Communication in Foreign Language I.2 (French)					
2.2 Course titleholder		Lecturer Andra Teodora PORUMB PhD					
2.3 Seminar titleholder		-					
2.4 Year of study	II	2.5 Semester	3	2.6 Type of assessment	Cv	2.7 Type of discipline	DSI

DSI - Synthesis Discipline

## 3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	1	out of which: 3.2 course	1	3.3 seminar	-/-
3.4 Total of hours in the Curriculum	14	out of which: 3.5 course	14	3.6 seminar	-/-
<b>Distribution of hours:</b>					<b>70</b>
Studying the workbook, course book, bibliography and notes					25
Supplementary documentation in the library, on electronic specialty sites and in the field					23
Preparing seminars/laboratories, themes, projects, portfolios and essays					20
Tutorship					0
Assessment activities					2
Other activities.....					0
3.7 Total hours of individual study	<b>70</b>				
3.9 Total hours/semester	<b>84</b>				
3.10 Number of credits	3				

## 4. Pre-requisites (if applicable)

4.1 Curriculum	-
4.2 Skills	-

## 5. Conditions (if applicable)

5.1. concerning the course activities	Foreign languages laboratory, equipped with computer network, video-projector and audio system.
5.2. concerning the seminar/laboratory activities	Foreign languages laboratory, equipped with computer network, video-projector and audio system.

<b>6. Specific skills acquired</b>	
<b>Professional skills</b>	<p>C2.1 Identifying, describing thoroughly and communicating the concepts, theories and decisions related to the organization and financing activities of internationally active companies in a multicultural business environment.</p> <p>C3.2 Explaining, communicating and shaping international economic phenomena and processes to enunciate strategic alternatives for the development and financing of the company.</p> <p>C4.1 Identifying, describing thoroughly and communicating the implementation modalities of strategies.</p>
<b>Transversal Skills</b>	<p>CT1. Achieving independently or with the group the complex tasks / objectives in developing and implementing international projects under time pressure, in conditions of uncertainty, risk and multiculturalism, and enforcement of norms and professional ethics and values for decision.</p>

### **7. Objectives of discipline** (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	<ul style="list-style-type: none"> <li>▪ Developing communicative competence in French.</li> <li>▪ Effective communication within the business conducted internationally.</li> <li>▪ Improving the ability to relate with representatives of multicultural business environments.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>▪ Receiving and producing oral and written messages in various communication situations in business.</li> <li>▪ Enriching the vocabulary with economic terms.</li> <li>▪ Building up coherent messages, consistent with the syntactic rules.</li> <li>▪ Conceiving documents in French.</li> <li>▪ Knowing the cultural, social, administrative realities of France and of other European countries.</li> <li>▪ Arising the interest for business communication and intercultural communication.</li> <li>▪ Mastering affective reactions, emotions during verbal communication.</li> </ul>

### **8. Contents**

8.1 Course (C)	Teaching methods	Observations
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8.1.1.	Accueillir dans l'entreprise	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.2.	Prendre/reporter/annuler un rendez-vous	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.3.	Une journée de travail	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.4.	Aménager l'espace de travail	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.5.	Gérer les relations hiérarchiques	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.6.	Résoudre les conflits du travail	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.7.	Le parcours d'un dirigeant	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.8.	Accueillir de nouveaux collaborateurs	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.9.	Travailler à l'étranger	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.10.	Lancer un produit	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.11.	La concurrence	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.12.	Organiser un événement	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
8.1.13.	Une conférence de presse	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	

	didactic technologies.	
8.1.14. Le journal d'entreprise	Explanation and exemplification, case studies, learning through discovery, use of new didactic technologies.	
<p>Bibliography</p> <p>Jégou, Delphine, Rosillo, Mari Paz, 2014, <i>Quartier d'affaires. Français professionnel et des affaires</i>, CLE International/Sejer, Paris.</p> <p>Penfornis, Jean-Luc, 2013, <i>Vocabulaire progressif du français des affaires – avec 250 exercices</i>, CLE International/Sejer, Paris.</p> <p>Riehl, L., Soignet, M. (2011). <i>Objectif Diplomatie 2</i>. Paris : Hachette Français Langue Etrangère.</p> <p>Aron, L., 1998, <i>Franceza economică și de afaceri</i>, Editura Niculescu, București.</p> <p>Catarig A.T., 2012, <i>Limba franceză pentru afaceri II.2 - Suport pentru Studiul Individual, pentru uzul studenților ID</i>, Universitatea din Oradea.</p> <p>Danilo, M., Penfornis, J.-L., 1993, <i>Le français de la communication professionnelle</i>, CLE International, Paris.</p> <p>Dipșe, M., 2001, <i>Formation à la communication en affaires</i>, 2<sup>e</sup> partie, Editura Mayon, București.</p> <p>Penfornis, J.L., 2002, <i>Français.com</i>, CLE International, Paris.</p> <p>www.lemonde.fr</p> <p>www.lefigaro.fr</p> <p>www.lexpress.fr</p>		
<b>8.2 Seminar (S)</b>	<b>Teaching methods</b>	<b>Observations</b>
<b>8.3 Laboratory (L)</b>		
<b>8.4 Project (P)</b>		
<b>8.5 Practical works (P)</b>		
Bibliography		

### 9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

- Knowledge of French is vital for future economists who will work in multinationals, will create companies, will be part of multicultural teams, will negotiate and conduct transactions with products and services in international markets.
- By acquiring French language skills, students will be able to successfully complete internships in EU companies and institutions, professional associations, Chambers of commerce etc.

### 10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	for 5: proving acquisition of basic knowledge (in accordance with the lecture notes) for 10: proving acquisition and argumentation of basic knowledge (in accordance with the lecture notes and the bibliography indicated), elements of originality	Project presentation  final written paper	100%  100%
10.5 Seminar (S)			
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard			
<ul style="list-style-type: none"> <li>▪ Designing a work/project, in International Business</li> <li>▪ Conceiving documents and translations, assuming responsibility within a team.</li> </ul>			

