esade

Français 4

UGRA_004117

Departments	ELC - French Section
Teaching Languages	French
ECTS	4
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Course Goals

At the end of this level, learners begin to familiarize themselves with the specialist language.

A series of specific objectives linked to the development of certain skills will be developed throughout level 4.

A. Listening comprehension:

Understand audio-visual material related to current affairs and the business world.

B. Oral production:

(1) Be able to share experiences.

(2) Arguing opinions and expressing intentions.

(3) Take part in an unprepared discussion in everyday life and in the workplace.

You need to be able to rephrase.

C. Reading comprehension:

Understand press articles and texts relating to the business world.

This requires the ability to make inferences from the context and to use intuition.

D. Written production:

Be able to write an argumentative text with coherence and cohesion.

This involves being able to structure ideas, illustrate them and connect them.

To be able to achieve these objectives, the learner must acquire the linguistic skills corresponding to this level.

Vocabulary: Master the essential vocabulary of the business world.

Grammatical competence: Communicates correctly in familiar and business contexts. Good grammatical control to ensure that the general meaning remains clear, despite clear influences from the mother tongue.

Semantic competence: Organize meaning and structure ideas using the linguistic resources acquired.

Phonological competence: Pronounce in a clearly intelligible way without pronunciation errors causing a change in meaning.

Spelling competence: Produce a piece of writing in which the spelling and punctuation are generally correct enough to be understood.

Competency developed:

-Be able to communicate information and knowledge clearly and comprehensibly, both orally and in writing.

Previous knowledge

Knowledge of language-learning techniques and skills.

Prerequisits

To have passed Français 3 or to have demonstrated sufficient knowledge with the placement test (the placement test result is valid for 12 months).

Teaching methodology

Approach:

Learning practical, utilitarian French, geared towards the world of work.

Learning is based on precise, realistic, varied and stimulating tasks, which focus on communication.

Students will be encouraged to reflect on the meaning of documents, solve problems and make decisions in real exchanges within the class.

Participative sessions:

- Classes take place in small groups and are based on the active participation of the learner.

- Practice in understanding documents, both written and audiovisual.

- Exercises to develop concrete skills or assimilate structures and vocabulary (oral and written).

- Simulation of communicative situations to be solved, exchange of information, debates, solving written tasks individually or in groups.

Independent work:

The course requires regular work outside class in order to assimilate the material:

- Exercises to help assimilate what has been seen in class.

- Phonetics exercises.

- Regular written expression tasks.

- Preparation of presentations.

- Independent study and practice of vocabulary and grammatical structures tested in class.

- Exam preparation.

Description

Course contribution to program

Good reasons to learn French:

- Language spoken on 5 continents and in 106 countries.
- Language spoken by 300 million people (600 million in 2050).
- Second most taught foreign language in the world, after English.
- Business language, present in many industrial sectors: aviation, oenology, fashion, luxury goods, automobile.
- The language of international relations, official or co-official language in many organizations: OECD, UN, International Olympic Committee, FIFA, European Union, etc.
- A digital language: 4th most popular online language in terms of social media users and web content.
- French is used to debate, synthesize and summarize in cultural fields such as: cinema, theatre, museums, literature, gastronomy, philosophy, history, etc.

These days, flexible, multilingual communication skills are just as necessary as cultural preparation. On the other hand, globalization is also affecting the job market in such a way that an ESADE graduate is competing not just with another graduate from Spain, but from all over the world - young people who are often multilingual and culturally sensitized by stays abroad.

At ESADE, students have the opportunity to acquire a third language at a level that will enable them to :
-complete their university education abroad (in a country where that language is spoken)
-take advantage of work opportunities abroad
-be at an advantage when applying for a job in a French company.

Short description

WORKLOAD DISTRIBUTION

Participatory sessions: 50 hours approximately + independent study

Content

#	Topic
1	Marketing and advertising Cultural/intercultural objectives -Current affairs (news day) -Analysis of an advertising message -Logos -Olfactory marketing -Misleading advertising -Neuromarketing -Disability and advertising -Sexism in advertising Grammatical objectives - "pour" and "par" -the subjunctive Learning strategies -Written production strategies: mistakes to avoid in writing.
2	Self-image, recruitment, and discrimination in the workplace Self-image -Appearance in the

#	Topic
2	workplace -Job interviews -Dress code in the workplace -Anonymous CVs -Discrimination in recruitment and in the workplace Cultural/intercultural objectives -Answering trick questions in a job interview -Combating discrimination in the workplace Grammatical objectives -The cause -Consequences -Purpose -Simple and compound relative pronouns -Relative pronouns with the pronoun 'that -Relative pronouns with demonstrative pronouns -Past participle with the auxiliary "avoir" Lexical objectives -CV vocabulary -Job interview vocabulary -The vocabulary of discrimination Oral production strategies: -How to give a presentation -Prepare a presentation plan and give a presentation.
3	Life at work Cultural/intercultural objectives -Happiness at work -Working time -Stress and burn-out -Working time reduction and productivity -Teleworking -Working time in different countries -Experiences of shorter working weeks in different countries Grammatical objectives -The present, future, imperfect and conditional tenses (revision) -The real hypothesis in the present tense -Unreal hypothesis in the present tense -Expressions of time (revision) -Concessions and oppositions Lexical objectives -Well-being and ill-being at work -The advantages and disadvantages of shorter working hours -The advantages and disadvantages of teleworking Listening comprehension strategies

Assessment

Tool	Assessment tool	Category	Weight %
Written and/or oral exams	Retake Exam	Retake	100.00%
Participation in program activities	Oral participation	Ordinary round	10.00%
Quizzes/tests	Listening comprehension	Ordinary round	10.00%
Written and/or oral exams	Oral presentation (midterm exam)	Ordinary round	10.00%
Written and/or oral exams	Final oral exam	Ordinary round	20.00%
Participation in program activities	Asynchronous work	Ordinary round	10.00%
Quizzes/tests	Written and language exams	Ordinary round	20.00%
Written and/or oral exams	Final written exam	Ordinary round	20.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA20 Year 3 (Optative)
- BBA20 Year 4 (Optative)
- BBA20 Year 2 (Optative)
- BBA20 Year 1 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA23 Year 4 (Optative)
- BBA23 Year 2 (Optative)
- BBA23 Year 1 (Optative)
- BBA23 Year 3 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA25 Year 1 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
- DBAI21 Year 3 (Optative)
- DBAI21 Year 1 (Optative)
- DBAI21 Year 4 (Optative)
- DBAI21 Year 2 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
- DBAI23 Year 4 (Optative)
- DBAI23 Year 2 (Optative)
- DBAI23 Year 3 (Optative)
- DBAI23 Year 1 (Optative)

DBAI25-Double Degree in Business Administration and Business and Artificial Intelligence (Undergraduates: Business)
- DBAI25 Year 1 (Optative)

GBD23-Double Degree in Business Administration and Law (Undergraduates: Law)
- GBD23 Year 4 (Optative)
- GBD23 Year 2 (Optative)
- GBD23 Year 5 (Optative)
- GBD23 Year 3 (Optative)
- GBD23 Year 1 (Optative)

GDL23-Double Degree in Law and Global Governance, Economics and Legal Order (Undergraduates: Law)
- GDL23 Year 1 (Optative)
- GDL23 Year 4 (Optative)
- GDL23 Year 2 (Optative)
- GDL23 Year 5 (Optative)
- GDL23 Year 3 (Optative)

GED20-Bachelor in Law (Undergraduates: Law)
- GED20 Year 1 (Optative)
- GED20 Year 4 (Optative)
- GED20 Year 2 (Optative)

GED20 Year 3 (Optative)

GEL23-Bachelor of Global Governance, Economics and Legal Order (Undergraduates: Law)

GEL23 Year 2 (Optative)

GEL23 Year 3 (Optative)

GEL23 Year 1 (Optative)

GEL23 Year 4 (Optative)