

Business Communication in French (A001214)

Course size (nominal values; actual values may depend on programme)

Credits 6.0 Study time 180 h Contact hrs 60.0 h

Course offerings and teaching methods in academic year 2018-2019

A (semester 1)	French	seminar	30.0 h
		guided self-study	30.0 h

Lecturers in academic year 2018-2019

Kindt, Saskia	LW06	staff member
Hadermann, Pascale	LW06	lecturer-in-charge

Offered in the following programmes in 2018-2019

	crdts	offering
Master of Arts in Multilingual Business Communication	6	A

Teaching languages

French

Keywords

French for specific purposes, economic lexicon, corporate communication (crisis communication, persuasive communication, HR & recruitment communication, social media communication, publicity communication, startup communication)

Position of the course

Specialised course in business French, focusing on communicative strategies in professional settings

Contents

This course has two main objectives:

- 1) improving written and oral skills in French in general and more specifically in an economic or professional setting;
- 2) acquiring insights and knowledge of the different fields in business communication (reputation management, various communication types, negotiation strategies, business plan ...).

Initial competences

Advanced proficiency of French.

Final competences

- 1 Students can write job advertisements, application letters and CV's
- 2 They can do job interviews (both perspectives)
- 3 They can give business presentations and write business plans
- 4 They can write press releases, doing news interviews and press conferences
- 5 They understand the impact of communication as a management tool

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Guided self-study, seminar

Extra information on the teaching methods

After a short theoretical introduction to each module, students work in groups on case

studies. They also realize a year project, a business plan that is prepared gradually and involves also the course Business communication in English.

Learning materials and price

Course notes with references made available during the course and via Minerva

References

Blein B., 2015, *Prendre la parole en public*. Paris: Larousse.
Desmet P., Klein J.R., Lamiroy B., 2011, *Vous Dites? Répertoire d'erreurs courantes en français chez les néerlandophones*. Leuven: Acco.
Libaert T., 2015, *La communication de crise*. Paris: Dunod.
Libaert T., M.H. Westphalen, 2015, *Communicator*. Toute la communication d'entreprise. Paris: Dunod.
Dumont P., Sambre P. e.a., 2009, *Lexique didactique du français des affaires*. Leuven: Acco.
Noye D., 2009 (2002), *Accrocher votre auditoire. Capter son attention*. Paris: Insep Consulting.

Course content-related study coaching

During classes and individual feedback.

Evaluation methods

continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Assignment, skills test

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Calculation of the examination mark

100% permanent evaluation.