



## COURSE OUTLINE

### 1. Information about the program

1.1 Higher education institution	“Alexandru Ioan Cuza” University of Iași
1.2 Faculty	Faculty of Economics and Business Administration
1.3 Departament	
1.4 Field of study	Business Administration
1.5 Cycle of study	Bachelor
1.6 Study program / Qualification	Business Administration

### 2. Information about the course

2.1 Course title	French for business 3						
2.2 Course coordinator	Conf. dr. Ruxandra Petrovici						
2.3 Seminar coordinator	Conf. dr. Ruxandra Petrovici						
2.4 Year of study	2	2.5 Semester	3	2.6 Type of evaluation*	EVP	2.7 Course status**	OB

\* MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; \*\* C-compulsory/O-optional/E-elective

### 3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	2	out of which: 3.2 course	1	3.3 seminar / laboratory	1
3.4 Total number of hours per semester	28	out of which: 3.5 course	14	3.6 seminar / laboratory	14
Time allocation					h
Study based on course book, course materials, bibliography and other					25
Supplementary study in the library, on electronic platforms and on the field					20
Preparing seminars/laboratories, assignments, papers, portfolios and essays					25
Tutorship					
Examination					2
Other activities .....					
3.7 Total hours of individual study					72
3.8 Total hours per semester					100
3.9 Number of credits					4

### 4. Prerequisites (if applicable)

4.1 Referring to curriculum	
4.2 Referring to competences	

### 5. Conditions (if applicable)

5.1 For the course	Computer, internet network access, video and audio access. Course support in electronic format. Online presence.
5.2 For the seminar / laboratory	Computer, internet network access, video and audio access. Course support in electronic format. Online presence.

### 6. Specific competences accumulated

Professional competence	C2 Assistance in the preparation and conduct of communication in international affairs (1) Identify the types of strategies, techniques and tactics specific to communication in international business Explain the types of strategies, techniques and tactics specific to communication in international business
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<b>Transversal competencies</b>	<p>CT2 – Identifying roles and responsibilities within a multispecialized team and applying relational techniques and efficient work techniques within the team (0.5 credits)</p> <p>CT3 Identifying lifelong training opportunities and the efficient use of personal development learning resources and techniques.</p>
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### 7. Course objectives (based on specific competencies accumulated)

<b>7.1 General objective</b>	<p>Familiarizing students with economic terms in French</p> <p>Emphasis will be given to developing each of the four competences considered when learning a foreign language: written and oral understanding, written and oral expression</p>
<b>7.2 Specific objectives</b>	<p>After successfully finalizing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand and use the basic notions in the field</li> <li>• Use terminology and french grammar in written and oral communication</li> <li>• Communicate in real profesional contexts</li> </ul>

### 8. Content

8.1	Course	Teaching methods	Observations (time and bibliography)
1.	La relation-Cliente comme relation interpersonnelle	Interactive lecture; conversation; debate;	2 h Mansencal C., Meurot, V., Michel, D., (2005) – Relation Client, Paris, Ed. Hachette Technique
2.	Techniques de communication	Interactive lecture; conversation; explanation and demonstration; debate;	2 h Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses Prutianu, Șt. (2000) – Manual de comunicare și negociere în afaceri, Iași, Polirom
3.	Modèles psychologiques relationnelles d'entreprise	Interactive lecture; debate; explanation and demonstration	2 h Bremond, J., Salort, M.-M. (1986) - Initiation à l'économie, Paris, Hatier
4.	Entreprises françaises/francophones/internationales	Interactive lecture; explanation and demonstration	2 h Bremond, J., Salort, M.-M. (1986) - Initiation à l'économie, Paris, Hatier
5.	Situations de communication professionnelle	Interactive lecture; explanation and demonstration	2 h Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses Le Bras, F. (1990) - Les secrets d'un bon CV, Allier, Belgique, Ed. Marabout Prutianu, Șt. (2000) – Manual de comunicare și negociere în afaceri, Iași, Polirom
6.	Situations de communication de la vie courante	Interactive lecture; explanation and demonstration	2 h Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses Prutianu, Șt. (2000) – Manual de comunicare și negociere în afaceri, Iași, Polirom



7.	Communication et technologie	Interactive lecture; explanation and demonstration	2 h Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses Prutianu, Șt. (2000) – Manual de comunicare și negociere în afaceri, Iași, Polirom
<b>Bibliography</b> <ul style="list-style-type: none"><li>Bremond, J., Salort, M.-M. (1986) - Initiation à l'économie, Paris, Hatier</li><li>Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses</li><li>Le Bras, F. (1990) - Les secrets d'un bon CV, Allieur, Belgique, Ed. Marabout</li><li>Mansencal C., Meurot, V., Michel, D., (2005) – Relation Client, Paris, Ed. Hachette Technique</li><li>Prutianu, Șt. (2000) – Manual de comunicare și negociere în afaceri, Iași, Polirom</li></ul> <b>Compulsory reading:</b> <ul style="list-style-type: none"><li>Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses</li><li>Le Bras, F. (1990) - Les secrets d'un bon CV, Allieur, Belgique, Ed. Marabout</li><li>Mansencal C., Meurot, V., Michel, D., (2005) – Relation Client, Paris, Ed. Hachette Technique</li></ul> <b>Optional reading:</b> <ul style="list-style-type: none"><li>Prutianu, Șt. (2000) – Manual de comunicare și negociere în afaceri, Iași, Polirom</li><li>Bremond, J., Salort, M.-M. (1986) - Initiation à l'économie, Paris, Hatier</li></ul>			
<b>8. 2</b>	<b>Seminar / Laboratory</b>	<b>Teaching methods</b>	<b>Observations (time and bibliography)</b>
1.	Communication interpersonnelle	conversation; explanation and demonstration; debate;	2 h Mansencal C., Meurot, V., Michel, D., (2005) – Relation Client, Paris, Ed. Hachette Technique
2.	Communication interculturelle/ communication de vie	conversation; explanation and demonstration; debate;	2 h Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses Prutianu, Șt. (2000) – Manual de comunicare și negociere în afaceri, Iași, Polirom
3.	Perception du temps, de la distance rôle	conversation; explanation and demonstration; debate;	2 h Bremond, J., Salort, M.-M. (1986) - Initiation à l'économie, Paris, Hatier
4.	Analyse transactionnelle, positions de vie, PNL	conversation; explanation and demonstration; debate;	2 h Bremond, J., Salort, M.-M. (1986) - Initiation à l'économie, Paris, Hatier
5.	Moyens matériels et humains	conversation; explanation and demonstration; debate;	2 h Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses Le Bras, F. (1990) - Les secrets d'un bon CV, Allieur, Belgique, Ed. Marabout Prutianu, Șt. (2000) – Manual de comunicare și negociere în afaceri, Iași, Polirom
6.	Investissements	conversation; explanation and demonstration; debate;	2 h Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses Prutianu, Șt. (2000) – Manual de comunicare și negociere în afaceri, Iași, Polirom
7.	Communication d'entreprise	conversation; explanation and demonstration; debate;	2 h Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses Prutianu, Șt. (2000) – Manual de comunicare și negociere



			în afaceri, Iași, Polirom
<p><b>Bibliography</b></p> <ul style="list-style-type: none"> <li>Bremond, J., Salort, M.-M. (1986) - Initiation à l'économie, Paris, Hatier</li> <li>Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses</li> <li>Le Bras, F. (1990) - Les secrets d'un bon CV, Allier, Belgique, Ed. Marabout</li> <li>Mansencal C., Meurot, V., Michel, D., (2005) – Relation Client, Paris, Ed. Hachette Technique</li> <li>Prutianu, Șt. (2000) – Manual de comunicare și negociere în afaceri, Iași, Polirom</li> </ul> <p><b>Compulsory reading:</b></p> <ul style="list-style-type: none"> <li>Fréchet S. (1997) – Communication interpersonnelle et négociation commerciale, Paris, Ellipses</li> <li>Bremond, J., Salort, M.-M. (1986) - Initiation à l'économie, Paris, Hatier</li> <li>Mansencal C., Meurot, V., Michel, D., (2005) – Relation Client, Paris, Ed. Hachette Technique</li> </ul> <p><b>Optional reading:</b></p> <ul style="list-style-type: none"> <li>Prutianu, Șt. (2000) – Manual de comunicare și negociere în afaceri, Iași, Polirom</li> <li>Le Bras, F. (1990) - Les secrets d'un bon CV, Allier, Belgique, Ed. Marabout</li> </ul>			

### 9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program

The content of the discipline was developed starting from the requirements of professional oral and written communication in French, in the international economic field.

### 10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Knowledge and use of vocabulary and professional communication elements in French, in various contexts	Written assessment – final test	50%
10.5 Seminar/ Laboratory	Knowledge and use of vocabulary elements, grammatical structures and written and oral communication in French	Oral evaluation, presentation; on-going evaluation, during semester	50%
<b>10.6 Minimal performance standard</b>			
Obtaining 5 points (out of 10) both for the evaluation along the semester (seminar) and for the final evaluation.			

Date

Course coordinator

Seminar coordinator

25. 09.2021

Conf. dr. Ruxandra Petrovici

Conf. dr. Ruxandra Petrovici

Date of approval in the departament

Head of Departament

Prof. Univ. Dr. Andreea Iacobiuță