

~~87-88/22~~
88-89/7B

NEW COURSE PROPOSAL OR NEW PROGRAM PROPOSAL

Department: French

Person to Contact for Further Information: Dr. Renee Liscinsky

Course Affected:

Desired effective semester for change:

Approvals: Department Committee Chairperson Renee Liscinsky
 Department Chairperson Robert J. Whitmer
 School Committee Chairperson James L. Gray
 School Dean Mark J. Staszko

A. DESCRIPTION AND ACADEMIC NEED

A1. Catalog Description: See attached.

A2. 354 Syllabus attached.

A3. This course "Business French" will enhance the students oral, listening, reading and writing proficiency in French. It will focus on business letter writing, economic and business technology, international trade, foreign investments, banking, insurance, advertising and sales, legal and commercial documents and the economy of France. The refinement of all language skills used in a multi-national business setting will prepare the student to take the international examination offered by the Paris Chamber of Commerce: Certificat pratique de Francais economique et commercial.

A4. This course does not require changes in the content of other existing courses.

A5. This course is oriented towards the preparation of the international examination offered by the Paris Chamber of Commerce: the "Certificat Pratique".

A6. This course has been offered as FR 481 on trial basis in Spring 1985 and Fall 1986. The attached syllabus explains the details of the course offering. The nine students enrolled in the class have given very favorable evaluations of the course (Copies are attached in appendix). 5, 87

A7. The course is not to be a dual-level course.

A8. Yes, other institutional organizations offer the business program as a two semester sequence. See list attached.

Catalog Description

FR 354 Business French (3 credits)

Prerequisite: 254 or permission of instructor

Study of principles and practices of business communication in French secretarial and administrative procedures with emphasis on the planning and writing of business letters, reports and abstracts of articles on business and economy.

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Students' progress will be evaluated in the following manner.

4 written exams	50%
Turned-in homework (letters - reports)	20%
1 final exam	20%
classroom participation	10%

TEXTS: Le francais du secrétariat commercial Dany - Geliot - Parizet

No special requirements.

(Section 5) CONFIDENTIAL

SECRET

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FRENCH 354

<u>week</u>	<u>source</u>	<u> sujet</u>	<u>subject</u>
1	special handouts	Comment écrire une lettre d'affaires	basic business letter-writing
2	DANY Part I Chapter I	prendre contact téléphonant ou écrivant pour des entretiens	establishing contact calling or writing for interviews
3-4		Informers et s'informer	to inform others and oneself
		Les transports—les trains et les avions	French transportation system —planes and trains
		Revision de la géographie française	Review of French geography
		Cherchant un emploi	Looking for a job
		Comment lire les petites annonces	Reading the want-ads
5	DANY Part II Chapter I	Passer, recevoir, exécuter une commande -préparer une vente	Relay, receive, execute an order -prepare a sale
6	Chapter II	-demander des modifications	-ask for modifications
7	Chapter III	-passer une commande	-relay an order
8	Chapter IV	-exécuter une commande	-execute an order
9	DANY Part III Chapter I	Situations difficiles -on n'a pas livré ce que j'avais commandé	Awkward situations -you did not send us what we had ordered
10	Chapter II	Les transporteurs	The transporters
11		L'argent, toujours l'argent	Money, always money
12		Heureusement que nous sommes assurés	It's good to be insured
13-14		Synthèse—une opération import-export	Synthesis—an import-export operation

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<u>university</u>	<u>enrollment</u>	<u>number of business French classes</u>	<u>Recognition by Chamber of Commerce</u>	<u>International trade program</u>
SUNY Albany	16,000	4 classes	diplôme supérieur	offers a concentration in business French
Eastern Michigan University	20,000 (in 1979)	4 classes	certificat	Language International Trade
Penn State	62,414	3 classes		
Bloomsburg	5,241	2 classes		
West Virginia University	19,000	2 classes	certificat	
Rutgers	47,000	3 classes	diplôme	
Illinois		3 classes	diplôme	French Commercial Studies
Ohio State		3 classes	certificat	