

**FR 420 - Commercial French**  
**Fall, 2014**  
**Wednesdays, 330-455 pm**

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FRENCH 420 is a practical approach to business French and French civilization. It is for students who have taken FR 210 or the equivalent or above. By the end of the semester, you will be able to use business French in everyday useful settings such as the work environment, and you will have a better understanding of the contemporary French society and economy. Because a comprehension of the French economy necessitates a good familiarity with consumer trends in the country, part of the course will involve a study of current issues in French culture. Articles from current French periodicals and films on the French-speaking world will supplement readings in the text. Topics to be studied and discussed include the European Community and its relationship to France, social protection in France, French politics, and writing business letters in French. An integral part of learning to communicating effectively in French in a business setting is knowledge of grammar. To this end the course will include a review of major points of grammar. You will improve your knowledge and competence in French through weekly readings, writing, revising, homework assignments, in class exercises and oral presentations.

**Required Texts:**

Edmiston and Dumenil, La France contemporaine (Fourth Edition)  
Penfornis, Business French

**Evaluation.**

Midterm	20%
Participation (attendance)	10%
Homework and in-class work	10%
Summaries of newspaper or magazine articles and films and oral presentations	20%
Final Exam	20%
Final Project (draft and final version)	20%

**Exams.** There will be a midterm and a final exam, each on half of the material covered during the semester. Each will have short identification, grammar, vocabulary, and essay components and cover readings, discussions, and films from half of the semester. There will be no make-ups on exams. Exceptions will be made only in the event of a documented emergency.

**Participation.** You are expected to attend all scheduled classes regularly, to participate in all in-class assignments, and to be prepared to discuss the readings and your papers due for that day. You may miss one class meeting without effect on your participation grade. After one absence, your participation grade will be reduced proportionately for each additional class missed. No excuses will be accepted for missed class. If you are more than 10 minutes late, you may receive half credit for the day. You may also receive

partial credit for a class period if you leave early or do not complete in-class assignments that day. Part of class participation will be completing exercises and writing assignments from Business French and La France contemporaine. Homework will be due on the date assigned in the syllabus and only accepted for credit late on an exceptional basis considering special circumstances. Homework more than one class period late or regularly submitted late will not be accepted. Some in-class exercises will be assigned and submitted for credit. It will not be possible to make up in-class assignments missed during absences.

**Oral Presentations:** You will make three 5-10 minute oral presentations to the class in French on the dates provided in the syllabus. You will each be responsible for presenting oral summaries of your final project and of two articles. You must include a hard copy of the article along with your presentation and summary. The oral presentation must be accompanied by a powerpoint presentation/outline. Ten points will be deducted for each class period a presentation, draft, or review is late. You will be evaluated for form, including (on oral assignments) pronunciation, and content.

**Article Reviews.** Twice during the semester you will choose an article from a French language publication on a French company or an American company doing business in a French-speaking country or on the economic situation in France or a French-speaking country. Your sources can be hard copy or online. Your paper should include a description of the company's or the economy's success or challenges and your recommendations or predictions about the future. The article summary and reaction should be written in French, word processed, at least two pages long, in 12 point typeface, double-spaced with one inch margins all around. Each review must include a bibliography citing your source or sources and a hard copy of the article. Ten points will be deducted for papers without a bibliography.

**Film Summaries.** In addition you will write two 2 page summaries of films shown entirely or partially in class. The reviews must be in French and summarize the content of the film. You must also include a reflection of some aspect the French economy or culture based on what you observed in the film. Summaries will be evaluated for both content and form. Ten points will be deducted each class day the paper is late. Papers will be graded for form and content.

**Final Project.** You will write a final paper of at least five typed pages in French on the history of a French company with an office, store, or market in the Los Angeles area. (This could be Air France, Evian, Chanel, entertainment conglomerates, or any number of smaller businesses, including family restaurants, furniture stores, etc.) You must use at least five sources of information for the report, one of which could be an interview (preferably in French) with an employee of that company or its owner. Newspaper and magazine articles, in French or English, as well as textbooks are also recommended sources of information. The paper should mention:

1. The company's name and location
2. The history of the company
3. The company's strengths, weaknesses, opportunities and threats

4. The company's plan or projected future for the next five years. The paper will be evaluated for form and content. Ten points of the assignment will be for a bibliography. Ten points will be deducted for each class period a draft or final copy is late. You must complete at draft and final version in order to receive more than 50% for the assignment.

**Assignments, Readings, Homework, and Test Dates: (Subject to change):**  
**Week of**

08/27 Introductions; BF 1: Prise de contact; Les prépositions et la géographie; Ecrivez un dialogue qui est une conversation téléphonique: il y a un problème; la personne que vous désirez contacter est en réunion.

09/03 FC 5: L'Union Européenne: Questions I, p. 88 due, BF 1; Le passé composé; Ecrivez un dialogue qui se passe à l'accueil d'une grande entreprise.

09/10 BF 2: Agenda: Article I due; Le conditionnel

09/17 BF 3: Voyage; Review of "L'auberge espagnole due;" Ecrivez un dialogue téléphonique: vous devez changer ou annuler un rendez-vous.

09/24 BF 4: Hôtel; Article 1 presented orally

10/01 BF 5: Restauration

10/08 BF 6: Entreprises; Article 2 due

10/15 MIDTERM

10/22 BF 7: Travail, Article 2 Presented Orally

10/29 FC 16: La technologie et le commerce: Questions I, p. 305 due; BF 8: Recherche d'emploi

11/05 BF 8: Recherche d'emploi; Review of "Resources Humaines" due

11/12 FC 10: Le travail et le temps libre: Questions I, p. 185 due; CV due

11/19 BF 9: Prise de Parole: Final Project Rough Draft Due

11/26 BF 10: Points de vue

12/03 FC 14 L'Education, Questions, p. 260 due; Final Project Final Version Due/Presented orally

Final Exam week: Final Exam on second half of the semester as scheduled by the University.

**Grading Scale:**

100-93=A, 92-90=A-, 88-89=B+, 87-83=B, 82-80=B-, 79-78=B+, 77-73=C, 72-70=C-, 69-68=D+, 67-63=D, below 63=F.

**Additional Resources:** French language periodicals may be of interest to you, Le Monde and Le Figaro. These and many other French language periodicals are available in on-line versions. To access Le Figaro online, you may go through the French Program web page from the La Verne home page. Radio France Internationale can also be accessed through the French Program Web page. You can listen to French language news programming through that site. Many resource texts are available at Wilson Library and through the Link + system. Please speak to a librarian about how to locate French language resources if you have difficulty. The University of La Verne has offered French language tutoring through the Learning Enhancement Center. If you have any questions or need any help throughout the semester, please do not hesitate to see me during office hours or to set up an appointment with me.

**Je vous souhaite tous un très bon semestre!**