

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF INFORMATION TECHNOLOGIES
DEPARTMENT OF LANGUAGES AND SPORTS

Adopted by the FC (record № 9/ 24.04.2024)
Adopted by the DC (record № 10/ 08.04.2024)

ACCEPTED BY:
Dean:
(Prof. Vladimir Sulov, PhD)

SYLLABUS

SUBJECT: FOREIGN LANGUAGE - FRENCH

DEGREE PROGRAMME: All degree programmes; BACHELOR'S DEGREE

YEAR OF STUDY: 2 SEMESTER : 3

TOTAL STUDENT WORKLOAD: 90 hours; incl. curricular 30 hours

CREDITS: 3

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">● LECTURES● SEMINARS / LAB. EXERCISES	0 30	0 2
EXTRACURRICULAR	60	-

Prepared by:

1.
(Svetlana Todorova, senior lect.)
2.
(Silvia Yohanova, senior lect)

Head of department
of Languages and Sports:
(Assoc. Prof. Vladimir Dosev, PhD)

I. ANNOTATION

This module is a continuation of the Business French course, started in previous semesters. The course objectives are to build up students' confidence in using French for business purposes and improve their overall linguistic fluency. During the course students develop their reading, writing, listening and speaking skills by a variety of practical tasks which include: reading and discussing authentic articles on a wide range of business topics; learning essential business vocabulary; listening to authentic interviews or lectures and developing note-taking skills; they take part in meetings, role-plays, prepare presentations, have the opportunity to understand how business works in different cultures, etc. By course completion students must be able to understand, summarize and interpret a variety of business data, and present it accordingly; express opinions on different business issues; write business letters; use French in social situations for telephoning, networking, negotiating, etc. Students master a whole repertoire of different skills which are necessary to participate in increasingly international work environment...

II. THEMATIC CONTENT

N ^o	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. PRODUIRE			7	
1.1.	Décrire un processus		3	
1.2.	Espionner et contrefaire		2	
1.3.	Informatiser et robotiser		2	
Theme 2. ETUDIER L'ENVIRONNEMENT ECONOMIQUE ET LE CADRE INTERNATIONAL			8	
2.1.	Les flux commerciaux		2	
2.2.	Les pôles d'échange		3	
2.3.	La nature des échanges		3	
Theme 3. DETECTER LES BESOINS, PROSPECTER ET ADAPTER LES PRODUITS			6	
3.1.	Définir les différents types de besoins		2	
3.2.	Analyser et classer les marchés		2	
3.3.	Etablir le budget de prospection et les objectifs de vente		2	
Theme 4. ORGANISER LA PROMOTION DES VENTES ET ANIMER L'EQUIPE COMMERCIALE			9	
4.1.	Adapter et organiser la promotion des ventes à l'exportation		2	
4.2.	Animer, motiver, évaluer		2	
4.3.	La campagne publicitaire		3	
4.4.	Test		2	
Total:			30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Project work – on a predefined theme	1	20
1.2.	Written assignments on a given topic	1	10
1.3.	Test	1	30
	Total midterm control:	3	60
2.	Final term control		
2.1.	Examination (test)		
	Total final term control:		
	Total for all types of control:	3	60

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Girardeau, B., Mistichelli, M., Travailler en français en entreprise, éd. Didier, 2009.
2. Delphine J., Rapsillo M.-P. Quartier d'affaires, 2 B1. Paris : CLE International, 2014.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Penformis J.L., Vocabulaire progressif du français des affaires, éd. CLE INTERNATIONAL, 2004
2. Dimitrova, T., Todorova, S. Exercices de lexique et de grammaire éd. « Science et économie », 2010.