

COURSE OUTLINE: FRENCH FOR ECONOMICS & BUSINESS IV

GENERAL

SCHOOL	ECONOMICS AND BUSINESS		
ACADEMIC UNIT	ECONOMICS		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	ΕΓ204	SEMESTER	4th
COURSE TITLE	FRENCH FOR ECONOMICS & BUSINESS III		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		3	2
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	General background, special background, specialized general knowledge, skills development		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	French		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.uth.gr/courses/ECON_U_259/ Γαλλικά IV		

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*

- *Guidelines for writing Learning Outcomes*

During the courses, students are expected to:

Knowledge

- **Academic and Professional Vocabulary:** Students will acquire sufficient vocabulary and specialized terms related to the field of economic sciences. They will be able to understand and use appropriate terminology on business, finance, marketing, and general economic matters.
- **Complex Language Structures:** Students will understand and be able to use grammatical and syntactic structures at the B1–B2 level. This includes complex sentences, conditional constructions, and other syntactic structures that enhance accuracy in expression and comprehension.
- **Academic Text Comprehension:** They will have the ability to accurately understand academic texts and articles at the B1–B2 level related to their field, grasping content and main points.

Skills

- **Production of Oral and Written Academic Language:** Students will be able to present ideas, express opinions, and participate in discussions in academic and professional contexts with competence, using appropriate vocabulary and grammatical structures.
- **Understanding and Analysis of Academic Texts:** Students will be able to read and understand complex texts concerning the economic sector, extract key meanings, and analyze them critically in both written and oral form.
- **Effective Correspondence and Communication:** Students will be able to draft emails, reports, and other types of formal academic and professional correspondence, present ideas, and support arguments coherently and accurately.

Competences

- **Communication and Collaboration:** Students will develop the ability to collaborate effectively with people from different cultural backgrounds, recognizing differences and adapting their communication style, especially in the financial sector.
- **Independent Learning and Information Management:** Students will be able to use French-language sources for independent learning of new knowledge and information. They will be able to manage information related to the economic field, recognizing and integrating new ideas into their academic work.
- **Adaptability and Flexibility in New Academic and Professional Environments:** They will be able to adapt to multicultural and international academic or professional environments, developing skills that facilitate interaction and integration within teams.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and

sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

.....

Others...

.....

Data and information analysis and synthesis, with the use of the necessary technology

Adaptation to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

SYLLABUS

Course Content Teaching Topics at B1/B2 Level

1. International Economic Organizations
 - Introduction to the main international economic organizations (e.g., International Monetary Fund, World Bank, OECD, World Trade Organization).
 - Understanding roles and functions through authentic texts and articles.
 - Vocabulary related to policies, strategies, and economic contributions.
2. Financial and Banking Environment
 - Terminology and expressions for the banking system and its operations (e.g., loans, interest rates, investments).
 - Overview of the French and European banking market.
 - Discussion of the banking crisis and financial challenges.
3. European Central Bank (ECB)
 - Role of the ECB in the EU's monetary policy.
 - Introduction to the use of the euro and inflation management.
 - Reading and understanding official ECB reports.
4. Principles of Management
 - Vocabulary related to business management (e.g., planning, leadership, control).
 - Presentation of management models (French and international contexts).
 - Introduction to basic principles of organizational structure and human resource management.
5. Marketing Theories
 - Introduction to the language of marketing (e.g., positioning strategy, targeting, branding).
 - Presentation of classical and contemporary marketing theories.
 - Analysis of marketing case studies from French and international companies.
 - Creation of simple marketing plans.
6. E-commerce
 - Vocabulary related to e-commerce and digital marketplaces.
 - Overview of the development of e-commerce in France and worldwide.
 - Analysis of e-commerce websites and platforms.
7. Academic Writing and Presentations
 - Structure of academic texts (introduction, main body, conclusions).
 - Vocabulary for describing data, formulating arguments, and drafting reports.
 - Creation of essays and summaries based on economic topics.
8. Analysis of Economic Data
 - Description and interpretation of charts, tables, and graphs.
 - Discussion of economic trends, forecasts, and statistical analyses.
 - Vocabulary for describing trends (e.g., increase, decrease, stability).
9. Cultural Aspects in the Economy
 - Presentation of French business culture.
 - Introduction to business ethics and sustainability issues.
 - Discussion of France's role in the European and global economy.

10. International Trade and Partnerships • Terminology and concepts related to international trade. • Presentation of France as a trading partner. • Discussion of trade agreements and collaborations within the EU. 11. Professional Communication and Negotiation • Use of expressions for negotiations and agreements. • Simulation scenarios of professional meetings. • Practice in telephone conversations and professional emails. 12. Preparing Students for Application Documents and Building an Application Portfolio for Potential Job Applications • CV creation (Curriculum Vitae) • Writing a cover letter (Lettre de motivation) • Creation and organization of an application portfolio • Managing digital platforms and online submissions (e.g., LinkedIn, Indeed) • Interview preparation and preparing a personal presentation

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face										
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of ICT in teaching e-class e mails notes and PPTs										
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Lectures and reading comprehension Interactive teaching Essay writing <table border="1"> <thead> <tr> <th>Activity</th><th>Workload Semester</th></tr> </thead> <tbody> <tr> <td>Lectures</td><td>30</td></tr> <tr> <td>Study and analysis of bibliography</td><td>10</td></tr> <tr> <td>Essay writing (project)</td><td>20</td></tr> <tr> <td>Course total</td><td>60</td></tr> </tbody> </table>	Activity	Workload Semester	Lectures	30	Study and analysis of bibliography	10	Essay writing (project)	20	Course total	60
Activity	Workload Semester										
Lectures	30										
Study and analysis of bibliography	10										
Essay writing (project)	20										
Course total	60										

STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other.</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Evaluation methods: Summative, multiple choice, short-answer questions, written work The assessment method is announced to students in the first lecture of the course and remains continuously accessible to them via the course announcements on eClass.
---	--

ATTACHED BIBLIOGRAPHY

Prets...Partez!!! B1 Methode Mia μέθοδος ταχείας εκμάθησης γαλλικών για ενήλικες και εφήβους, καλύπτοντας τα επίπεδα B1 και B2.

"Grammaire Progressive du Français – B1-B2"

Συγγραφέας: Maïa Grégoire

Εκδόσεις: CLE International

"Vocabulaire Progressif du Français - Niveau B1-B2"

Συγγραφέας: Claire Miquel

Εκδόσεις: CLE International

Économie internationale Συγγραφείς: Paul Krugman και Maurice Obstfeld. Ένα βιβλίο που εξετάζει τις διεθνείς οικονομικές σχέσεις και το εμπόριο, διαθέσιμο σε γαλλική έκδοση.

Ηλεκτρονικές Πηγές:

Le Monde Économie: Τμήμα της εφημερίδας Le Monde που επικεντρώνεται σε οικονομικά νέα και αναλύσεις. Le Monde Économie

Les Échos: Μια από τις κορυφαίες γαλλικές οικονομικές εφημερίδες, προσφέροντας ενημερώσεις για την οικονομία, τις αγορές και τις επιχειρήσεις. Les Échos

La Tribune: Γαλλική οικονομική εφημερίδα με έμφαση σε επιχειρηματικά νέα και οικονομικές αναλύσεις. La Tribune

Banque de France: Η επίσημη ιστοσελίδα της Τράπεζας της Γαλλίας, παρέχοντας εκθέσεις, στατιστικά και αναλύσεις για τη γαλλική και ευρωπαϊκή οικονομία. Banque de France

Institut National de la Statistique et des Études Économiques (INSEE): Ο εθνικός οργανισμός στατιστικής της Γαλλίας, προσφέροντας δεδομένα και μελέτες για την οικονομία και την κοινωνία. INSEE

Le Point du FLE (<https://www.lepointdufle.net/>)

Le Dictionnaire des Termes Spécialisés

TV5MONDE (<https://enseigner.tv5monde.com>)

➤ Duolingo - - Babbel