

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
FOREIGN LANGUAGES DEPARTMENT

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Director:
(Assoc. Prof. Vl. Dosev, PhD)

SYLLABUS

SUBJECT: „FRENCH AS A FOREIGN LANGUAGE“

DEGREE PROGRAMME: All majors; MASTER'S DEGREE

YEAR OF STUDY: 5; SEMESTER: 10

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

CREDITS: 3

WORKING LANGUAGE: French

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY COURSE</i>	<i>WORKLOAD, hours</i>	<i>TEACHING HOURS PER WEEK</i>
CURRICULAR: incl.: <ul style="list-style-type: none">• LECTURES• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	60	

Prepared by:

1.
(senior lecturer Sv. Todorova)

2.
(senior lecturer S. Yohanova)

Head of department:
of Foreign Languages (senior lecturer Sonya Shtereva)

I. ANNOTATION

This Business French module is designed to respond to the students' needs to progress in their Business studies. The course introduces some main areas of Business French and improves students' overall linguistic fluency. Students build up confidence and 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; expressing opinions on different business issues; listen to authentic interviews or lectures and develop note-taking skills; develop strategies for telephoning, networking; have the opportunity to understand how business works in different cultures, etc.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	Produire		6	
1.1.	- Décrire un processus			
1.2.	- Espionner et contrefaire - Informatiser et robotiser Courir les risques			
2.	Etudier l'environnement économique		6	
2.1.	- Les flux commerciaux			
2.2.	- Les pôles d'échanges			
3.	Détecter les besoins, prospecter et adapter les produits		6	
3.1.	- Définir les différents types de besoins - Analyser et classer les marchés			
3.2.	Etablir le budget de prospection et les objectifs de vente			
4.	Organiser la promotion des ventes et animer l'équipe commerciale		6	
4.1.	- Adapter et organiser la promotion des ventes à l'exportation - Analyser et classer les marchés - Etablir le budget de prospection et les objectifs de vente			
5.	Management			
5.1.	Définir la politique commerciale et choisir une stratégie - Analyser les éléments de la politique commerciale - Choisir un marché - Adopter un plan produit		6	
5.2.	Adopter un plan « conditions de vente »			
	Total:		30	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	No.	extracurricular, h.
1.	Midterm control		
1.1.	Test 1	1	20
1.2.	Test 2	1	20
1.3.	Test 3	1	20
Total for midterm control:		3	60
2.	End-of-term control		
2.1.	End-of-term exam		
Total for end-of-term control:			
Total for all forms of control:		3	60

IV. LITERATURE**REQUIRED (BASIC) LITERATURE:**

1. Coiffier H. Exporter – **Pratique du commerce international**, Paris: Dunod, 2011

RECOMMENDED (ADDITIONAL) LITERATURE:

1. . Pasco Corinne, **Commerce international**, Paris:Dunod, 2006.