

**UNIVERSITY OF ECONOMICS - VARNA**  
**MASTER DEGREE CENTER**  
**DEPARTMENT OF LANGUAGE LEARNING AND COMMUNICATION**

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Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

**ACCEPTED BY:**

**Dean:**

(Prof. Stoyan Marinov, PhD)

**SYLLABUS**

**SUBJECT: LANGUAGE FOR BUSINESS - FRENCH**

**DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER'S DEGREE**

**YEAR OF STUDY: 6; SEMESTER: 11**

**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>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK, hours</b>
<b>CURRICULAR:</b> incl. <ul style="list-style-type: none"><li>• LECTURES</li><li>• SEMINARS / LAB PRACTICE</li></ul>	0 30	0 2
<b>EXTRACURRICULAR</b>	60	-

Prepared by:

1. ....  
(assoc. prof. Vl. Dosev, PhD)

2. ....  
(senior lecturer Sv. Todorova)

Head of Department: .....  
of Language Training and Communications (Assoc. Prof. Vladimir Dosev, PhD)

## **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.*

*The main competencies involved in the Consultancy Project course are:*

- *Literacy competence (1).*
- *Multilingual competence (2).*

## **II. THEMATIC CONTENT**

N <sup>o</sup>	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Theme 1. PRODUIRE</b>			<b>6</b>	
1.1.	Décrire un processus			
1.2	Espionner et contrefaire Informatiser et robotiser Courir les risques			
<b>Theme 2. ETUDIER L'ENVIRONNEMENT ECONOMIQUE</b>			<b>6</b>	
2.1	Les flux commerciaux			
2.2	Les pôles d'échanges			
<b>Theme 3. DETECTER LES BESOINS, PROSPECTER ET ADAPTER LES PRODUITS</b>			<b>6</b>	
3.1	Définir les différents types de besoins			
3.2	Analyser et classer les marchés			
3.3	Etablir le budget de prospection et les objectifs de vente			
<b>Theme 4. ORGANISER LA PROMOTION DES VENTES ET ANIMER L'EQUIPE COMMERCIALE</b>			<b>6</b>	
4.1	Adapter et organiser la promotion des ventes à l'exportation			
4.2	Animer			
4.3	Evaluer et contrôler			
<b>Theme 5. LE MANAGEMENT</b>			<b>6</b>	
5.1	Définir la politique commerciale et choisir une stratégie Analyser les éléments de la politique commerciale Choisir un marché Adopter un plan produit Adopter un plan « conditions de vente »			
<b>Total:</b>			<b>30</b>	

### III. FORMS OF CONTROL:

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Test 1	<b>1</b>	<b>20</b>
1.2.	Test 2	<b>1</b>	<b>20</b>
1.3.	Test 3	<b>1</b>	<b>20</b>
	<b>Total midterm control:</b>	<b>3</b>	<b>60</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	End-of-term exam		
	<b>Total final midterm control:</b>	<b>-</b>	<b>-</b>
	<b>Total for all types of control:</b>	<b>3</b>	<b>60</b>

### IV. LITERATURE

#### **REQUIRED (BASIC) LITERATURE:**

1. Coiffier, H. (2011). Exporter – **Pratique du commerce international**. Paris: Dunod.
2. Language for Business – French Course Materials available at <https://e-learn.ue-varna.bg>.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Jégou, D., Rostillo, M.P. (2014). **Quartier d'affaires**. Français professionnel et des affaires. Paris : CLE International.
2. Pasco, C. (2006). **Commerce international**. Paris: Dunod.