



**FREN 390-001**

**French for the Professions: Business, Hospitality, and Fashion**

**SPRING 2018**

**Professor: Raluca Romaniuc, PhD**

**Office: Aquia 322**

**Email: rromaniu@gmu.edu**

**Class meets: MW 1:30-2:45pm in Aquia 213**

**Office hours: MF 11:30-12:30pm and by appointment**

**COURSE FORMAT & DESCRIPTION:**

FREN390 has a traditional on-campus component, with classes taking place between January 22<sup>nd</sup> and May 5<sup>th</sup>, and an embedded abroad component, to take place in Paris, May 20<sup>th</sup> to June 2<sup>nd</sup>. Students may opt out of the study abroad portion.

FREN390 introduces students to the terminology and business/hospitality/fashion culture of the French-speaking world. Students will gain content knowledge in the form of linguistic proficiency and cross-cultural communication skills: business correspondence and etiquette, company structure, relevant current articles and industry trends, business case and brand name analysis. They will also be presented with a unique opportunity to apply their knowledge as they explore French/Francophone companies and engage with entrepreneurs in Paris or in the Washington, D.C. area.

**LEARNING OBJECTIVES:**

In FREN390, through readings, discussions, individual and collaborative work, students will build on previous knowledge and skills to expand their linguistic proficiency and critical thinking. Moreover, by directly engaging with business professionals and major industry players, students will further strengthen their cultural consciousness and social responsibility.

More specifically, after completing FREN390, most students will be able to:

- express themselves with more ease and confidence
  - ❖ orally: through participating in class discussions and giving an oral presentation
  - ❖ in writing: through our online discussion forum and the final paper
- understand spoken French more easily, through discussions and presentations by members of our learning community (the professor, classmates, guests), and through direct interaction with French speakers, in Paris and/or the U.S.
- analyze and interpret a variety of written and oral/visual texts pertaining to the industries considered: financial news and articles, fashion show reviews, culinary school recipes, job ads, balance sheets, etc.
- confidently use the discourse of business, fashion, and hospitality
- learn to identify the products, business practices and socio-cultural perspectives of France/the Francophone world and to recognize in them both the global characteristics of the industries considered and the distinctive, culture-specific aspects
- engage critically and analytically with our subject matter in order to gain a comprehensive knowledge of some of the most important aspects of French culture and society, namely its gastronomy and its fashion and luxury goods industries
- have an increased appreciation for a diverse set of crafts and workplace cultures

**Prerequisite:** FREN 309 or permission of instructor

**REQUIRED TEXTS:**

Course materials will be available in electronic format on the Blackboard course site. The professor will provide some materials in hardcopy as well.

**Recommended:** a monolingual French-French dictionary, such as Le Petit Robert micro. You can also use the *Trésor de la Langue Française* online: <http://atilf.atilf.fr/tlf.htm>

ADD/DROP: January 29<sup>th</sup> (no tuition penalty); February 12<sup>th</sup> (33% penalty); February 23<sup>rd</sup> (67% penalty)

**COURSE REQUIREMENTS AND EXPECTATIONS:**

**CLASS PARTICIPATION AND HOMEWORK (20%)**

This class is highly collaborative and participatory; regular attendance and participation are of crucial importance. It is important to remember that being prepared for class means more than showing up having done the reading and/or written homework. Your intellectual and personal engagement in this course will help you to grow your mind, your skills, and your person (not to mention earn a better grade!), making the course worthwhile. Students earn a bi-weekly participation grade. Please see participation grade rubric.

**ONLINE DISCUSSION FORUM (30%)**

Each week you will participate in our online forum on Blackboard. Assignments must be posted **by 9am every Monday morning** (unless specified otherwise). Your participation in the forum will be graded. It is the student's responsibility to ensure that all forum posts are submitted correctly and on time. All late assignments will be penalized and all missing assignments will be given the grade 0. Students will post a comment and respond meaningfully to at least one comment by a classmate. While no length requirements exist, I do ask that you put some thought and effort into a well-crafted, engaging comment, which reflects the readings completed and/or incorporates elements of classroom discussion.

**INTERVIEW AND ORAL PRESENTATION (30%)**

For their final project, students will reach out to a French-speaking business owner/entrepreneur/fashion designer/chef and conduct an interview with them in French, in person or over the phone. During the final weeks of the semester, students will present a montage of the company's profile: its history and philosophy, products and/or services, major successes or challenges, visibility, competitors, etc. The presentation will include an excerpt of the audio or video recording of the interview.

**FINAL PAPER (20%)**

Each student will write a final paper in French (1300-1400 words), due on Wednesday, May 9<sup>th</sup>. The final paper is an opportunity to focus on or expand upon a topic of interest in our course. A paper proposal will be due on Wednesday, April 25<sup>th</sup>. Papers must be typed in Times New Roman 12-point font, 1-inch margins.

**COURSE POLICIES:**

**CLASS ATTENDANCE AND PARTICIPATION:**

Class attendance is mandatory and students earn a participation grade every two weeks. Please note that to be counted as present you must be present at roll call and for the whole duration of the class. Students are entitled to miss 1 class without penalty. The 1 absence limit includes both excused absences for reasons of school-sponsored activities and any other absences due to illness, family emergencies, oversleeping, jobs, etc. Each unexcused absence after the first one will result in a 10% deduction from the final participation grade.

Exceptional cases of prolonged absences (more than one week beyond the initial non-penalized absence) will be reviewed on an individual basis by your professor. In such cases, you must make up any missed work.

Tardiness to class is unacceptable, as it is very disruptive for the instructor and fellow students. For every 3 times a student arrives more than 5 minutes late to class, he/she will be assessed one unexcused absence.

**For a perfect participation grade** you should be present every class period, on time; always bring your book(s)/homework with you; volunteer to answer as much as you can (keeping in mind that what counts is having attempted an answer and not so much the level of accuracy of the opinion expressed or your grammar/pronunciation); never use English in class; ask questions as well as answer mine or your classmates'; greet and take leave in French; show enthusiasm and involvement in debates and discussions; take an active role in your learning.

#### **HONOR CODE:**

As a student in FREN 390, you are to follow the provisions of the GMU Honor Code for all work submitted for a grade. As a consequence, any student cheating, aiding in cheating, or plagiarizing will automatically receive a failing grade for the assignment or the class, and may be subject to further disciplinary action. Please note that you are expected to write all compositions on your own and you should not have them reviewed or corrected by another student or a more advanced speaker of French. If you work on class materials with a tutor, you should inform your instructor in advance. Any exceptions (peer review activities, etc.) will be explicitly announced by your instructor. For further information please refer to this website: <http://oai.gmu.edu/the-mason-honor-code/>

#### **STUDENTS WITH DISABILITIES:**

If you have a disability that may affect your performance in this class, please make an appointment with the instructor during the first week of class to discuss your needs in private. You may also contact the Office of Disability Services: <http://ods.gmu.edu/>

#### **GRADE CALCULATION:**

Grades will be assigned based on the chart below, which follows University regulations:

100-98 points = A+	86-83 points = B	72-70 = C-
97-93 points = A	82-80 points = B-	69-60 = D
92-90 points = A-	79-77 points = C+	
89-87 points = B+	76-73 points = C	59-0 = F

Students should keep all graded assignments until they receive their final grades.

**Programme FREN 390 – Printemps 2018**  
**May be subject to change during the semester**

Dates	EN CLASSE	DEVOIRS <b>APRÈS</b> LA CLASSE
<b>Lundi</b> <b>22 janvier</b>	Introduction Objectif vente, pp.33-44	<b>Lire &amp; réfléchir</b> : Le street marketing/36 Le « shwopping »/40-41 ----- <b>Faire</b> : Les bloggeuses/38 → 2 a b c Les adolescents mobinautes/39 → 4 a b c Compréhension des écrits/43 → 4 a b c d
<b>Mercredi</b> <b>24 janvier</b>	Objectif vente (suite)	<b>Faire</b> : A quoi sert un SAV ?/60 → 1 a b c d Grammaire → 1 et 2/61 et 1/63 Une réponse .../62 ----- <b>Lire &amp; réfléchir</b> : Un SAV efficace/60
<b>Lundi</b> <b>29 janvier</b>	A l'écoute du client, pp.59-70	<b>Contribution au forum #1 (Blackboard)</b> ----- <b>Faire</b> : Cibler les clients/64 → 1 a b c Grammaire → 1 a b c d e/65 Exercices 1 et 2/69 ----- <b>Lire &amp; réfléchir</b> : Castorama/67
<b>Mercredi</b> <b>31 janvier</b>	A l'écoute du client (suite)	<b>Faire</b> : J'organise...1 a b c d e/86 Je réserve...2 a b c d/86 Grammaire → 1 et 2/87 + 1 et 2/89 Bagages perdus/89 → 5 a b c d
<b>Lundi</b> <b>5 février</b>	En voyage d'affaires, pp.85-96	<b>Contribution #2</b> ----- <b>Faire</b> : Grammaire → 1 et 2/90 Savoir négocier/91 → 2 a b c Des espaces.../92 → 1 et 2 Production écrite/95 ----- <b>Lire &amp; réfléchir</b> : Ponctualité...Pourquoi.../93
<b>Mercredi</b> <b>7 février</b>	En voyage d'affaires (suite)	<b>Faire</b> : Grammaire → 1 a b c d e/112 + 1 a b c d/115 Parler de la crise.../114 → 1 a b c d Décrypter.../115 → 3 et 4

		----- <b>Lire &amp; réfléchir</b> : Le « made in France ».../118
<b>Lundi 12 février</b>	Vive la crise ! pp.111-122	<b>Contribution #3</b> ----- <b>Faire</b> : Le luxe.../116 → 1 a b c d Marchés.../116 → 2 a b c Grammaire → 1/117 Compréhension des écrits/120 → 2 a b c d Production écrite/121 ----- <b>Lire &amp; réfléchir</b> : La solidarité... Doudou.../119
<b>Mercredi 14 février</b>	Vive la crise ! (suite)	<b>Faire</b> : Pages 26 à 34 – lisez et répondez aux questions Ex. 24/35 + Ex. 25/36 Ex. 27/37
<b>Lundi 19 février</b>	En cuisine ! pp.25-60	<b>Contribution #4</b> ----- <b>Faire</b> : Ex. 28/38 + Ex. 29 et 30/39 Ex. 1/40-41 + 3/42 + 4/43 + 5/43-45 Ex. 10/47 + 11/48
<b>Mercredi 21 février</b>	En cuisine ! (suite)	<b>Faire</b> : Ex.13/48-49 + 14/49 Grammaire/51-53 → C'est/Il est +Les verbes en –ir Fiche métier/54
<b>Lundi 26 février</b>	En cuisine ! (suite)	<b>Contribution #5</b> ----- <b>Faire</b> : Lire/56-57 + Ecrire/57-58 → 7, 8, 9, 10 Civilisation.../59-60
<b>Mercredi 28 février</b>	En cuisine ! (suite)	<b>Faire</b> : Ex.1/86-87 + 5/89 + 7/90 Ex.8/91 + 10/92-93 Grammaire/107 → 1, 2 et 3
<b>Lundi 5 mars</b>	Menus et cartes, pp.85-118	<b>Contribution #6</b> ----- <b>Faire</b> : Ex.13/94-95 + 15/95-96 + 1/100 + 3/101 + 4/102-3 Grammaire/108-110 →5, 6, 7, 8 et 9 Ex. 9/106
<b>Mercredi 7 mars</b>	Menus et cartes (suite)	<b>Faire</b> : Fiche métier/111-112 →1 et 2 Lire/113-114 Civilisation/117-118

12-18 mars	<b>Vacances de printemps</b>	
<b>Lundi 19 mars</b>	Menus et cartes (suite)	<b>Contribution #7</b> ----- <b>Faire :</b> Ex.4/8 + 5/9 Ex.4/10 +5/11 + 2/12-13
<b>Mercredi 21 mars</b>	L'univers du créateur, p.7-18	<b>Lire &amp; réfléchir :</b> Paris.../14 + Mode années 1920-1930/15 ----- <b>Faire :</b> Ex. 1 et 2/16 + Quiz Mode/18
<b>Lundi 26 mars</b>	L'univers du créateur (suite)	<b>Contribution #8</b> ----- <b>Faire :</b> Ex.4/33 + 2/34-35 + 4/35 ----- <b>Lire &amp; réfléchir :</b> Chaussures.../3 + Mode années 1940-1950/39
<b>Mercredi 28 mars</b>	Le vêtement phare, pp.31-42	<b>Faire :</b> Ex. 1 et 2/40 Quiz Mode/42 ----- <b>Lire &amp; réfléchir :</b> Christian Dior/39
<b>Lundi 2 avril</b>	Le vêtement phare (suite)	<b>Contribution #9</b> ----- <b>Faire :</b> Ex.4 et 5/57 + 2 et 3/58 + 4 et 5/59 ----- <b>Lire &amp; réfléchir :</b> Des sacs.../62 + Mode années 1960-1970/63
<b>Mercredi 4 avril</b>	La silhouette accessoirisée, pp.55-66	<b>Faire :</b> Ex. 5/61 + 1 et 2/64 Quiz Mode/66 ----- <b>Lire &amp; réfléchir :</b> Yves Saint Laurent/63
<b>Lundi 9 avril</b>	La silhouette accessoirisée (suite)	<b>Contribution #10</b> ----- <b>Faire :</b> Ex.5 et 6/81 + 5/83 + 2 et 3/84-85 ----- <b>Lire &amp; réfléchir :</b> Le marcel/86

<b>Mercredi 11 avril</b>	Le défilé, pp.79-90	<b>Faire :</b> Ex. 4/85 + 1 et 2/88 Quiz Mode/90 ----- <b>Lire &amp; réfléchir :</b> Mode années 1980-1990/87 + Jean Paul Gaultier/87
<b>Lundi 16 avril</b>	Le défilé (suite)	<b>Contribution #11</b> ----- Lisez les biographies de créateurs sur Blackboard
<b>Mercredi 18 avril</b>	Profiles de créateurs de mode : Yohji Yamamoto, Gianni Versace, Comme des Garçons, Vivienne Westwood, Gucci, Prada	Lisez les documents sur Blackboard
<b>Lundi 23 avril</b>	Silhouettes féminines : ❖ Tournures et culs de Paris ❖ La garçonne ❖ L'irrésistible ascension du pantalon ❖ Unisexe	<b>Contribution #12</b> ----- Lisez les documents sur Blackboard  Préparez votre proposition pour l'essai final
<b>Mercredi 25 avril</b>	Silhouettes masculines : ❖ Tous en complet-veston ❖ L'homme par excellence ❖ Show off	<b>A rendre :</b> proposition pour l'essai final
<b>Lundi 30 avril</b>	<b>Présentations orales</b>	<b>Contribution #13</b>
<b>Mercredi 2 mai</b>	<b>Présentations orales</b>	

**Final paper due Wednesday, May 9th by noon.**

*Bonne  
Chance!*