

Business Communication in French (A001214)

Course size *(nominal values; actual values may depend on programme)*

Credits 6.0

Study time 180 h

Course offerings and teaching methods in academic year 2025-2026

A (semester 1)

French

Gent

seminar

Lecturers in academic year 2025-2026

Kindt, Saskia

LW06

staff member

Crible, Ludivine

LW06

lecturer-in-charge

Offered in the following programmes in 2025-2026

[Master of Arts in Multilingual Business Communication](#)

crdts

offering

6

A

Teaching languages

French

Keywords

business communication, internal and external communication, start-up, crisis communication, pitch, persuasive communicative skills, effective graphs

Position of the course

Specialised course in business communication in French, focusing on several communicative strategies and practices in the context of a (fictitious) start-up.

Contents

This course has two main objectives :

- 1 acquiring practical skills and critical insight on business communication practices
- 2 improving written and oral skills in French in general and more specifically in a professional setting.

More specifically, students work in groups and create fictitious start-ups, which will be their case study for this course and its English counterpart. Through the start-ups, students develop several communication tools such as a mission statement, a series of short videos, a pitch to investors or a press conference. The various communicative activities cover the main steps of the « life » of a start-up from its creation to its financial viability and crisis management. Students also develop general communicative skills such as giving and receiving feedback, giving persuasive presentations and creating effective graphs.

Initial competences

Advanced proficiency of French.

Final competences

- 1 Understand the different tools and functions of internal and external communication
- 2 Understand the difference between an organisation's mission and vision
- 3 Understand the impact of communication as a management and business tool
- 4 Produce professional written communication outputs with integrity (incl. responsible use of GenAI where relevant)
- 5 Produce persuasive business presentations
- 6 Have a strong passive and active knowledge of French (all skills)

Conditions for credit contract

This course unit cannot be taken via a credit contract

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, Seminar

Extra information on the teaching methods

Seminar (on campus unless circumstances require otherwise) : students are introduced to several important communication tools and methods (written and spoken) with some key theoretical pointers followed by authentic examples to review and criticize.

Group work : all activities surrounding the start-up are done in groups, both during the class and outside

Study material

None

References

Blein B., 2015, *Prendre la parole en public*. Paris: Larousse.
Desmet P., Klein J.R., Lamiroy B., 2011, *Vous Dites? Répertoire d'erreurs courantes en français chez les néerlandophones*. Leuven: Acco.
Libaert T., 2015, *La communication de crise*. Paris: Dunod.
Libaert T., M.H. Westphalen, 2015, *Communicator*. Toute la communication d'entreprise. Paris: Dunod.
Dumont P., Sambre P. e.a., 2009, *Lexique didactique du français des affaires*. Leuven: Acco.
Noye D., 2009 (2002), *Accrocher votre auditoire. Capter son attention*. Paris: Insep Consulting.

Course content-related study coaching

During classes and individual feedback.

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period

Examination methods in case of periodic assessment during the second examination period

Examination methods in case of permanent assessment

Skills test, Presentation, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

Students produce a number of written and oral graded assignments related to the start-up in groups, such as a mission statement, a pitch to investors, a series of short videos or a press conference. Part of the evaluation is individual (e.g. language proficiency during the pitch), part is collective for the whole start-up team (e.g. the mission statement). Details and grade distribution are provided during the first class.

Calculation of the examination mark

100% permanent evaluation.

Facilities for Working Students

Class attendance is mandatory for a number of teaching activities (continuous assessment)

No online facilities (lectures take place on campus, without recordings)

Possibility to receive feedback at another time : by appointment