

## French: Business and Public Communication II (A005966)

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

**Credits 5.0**

**Study time 150 h**

### Course offerings and teaching methods in academic year 2026-2027

|                |               |      |                  |      |
|----------------|---------------|------|------------------|------|
| A (semester 2) | Dutch, French | Gent | seminar          | 0.0h |
|                |               |      | independent work | 0.0h |

### Lecturers in academic year 2026-2027

Bouko, Catherine

LW22

lecturer-in-charge

### Offered in the following programmes in 2026-2027

|                                                                                                                            | crdts | offering |
|----------------------------------------------------------------------------------------------------------------------------|-------|----------|
| Master of Science in Teaching in Languages(main subject Applied Language Studies)                                          | 5     | A        |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French) | 5     | A        |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French)          | 5     | A        |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)  | 5     | A        |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian) | 5     | A        |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Russian) | 5     | A        |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Spanish) | 5     | A        |
| Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Turkish) | 5     | A        |

### Teaching languages

French, Dutch

### Keywords

French, Dutch, Public and business communication, Intercultural communication

### Position of the course

The study unit "French: Public and Business Communication II" aims to train students adequately in the use of the communicative tools that are mainly used in internal and external communication in companies and organisations. The student learns to use these communicative tools and skills in flawless written and spoken French. The study unit has a double goal: teaching and fine-tuning the skills that are mainly used in internal and external communication of companies and organisations in general and in the foreign language in particular.

Exchange students can follow this course.

### Contents

In the course unit "French: business and public communication II", several communication techniques that are often used for companies' and organisations' internal and external communication are dealt with on the basis of a concrete setting. Through practical assignments arising from concrete situations, those techniques are taught and applied. The techniques are also illustrated with case studies. Students also learn theoretical and practical aspects through case studies.

### Initial competences

## Final competences

- 1 Met de nodige kritische zelfreflectie oordelen en handelen in gespecialiseerde contexten [MC.3.3; zonder toetsing]
- 2 Taal- en cultuurgevoeligheid en respect voor diversiteit integreren in de professionele omgeving [MC.5.2; zonder toetsing]
- 3 Bij het communicatieproces rekening houden met contextuele variabelen, tekstsoorten en tekststrategieën [MC.6.2; met toetsing]
- 4 Bij het communicatieproces adequaat gebruik maken van een geavanceerde encyclopedische, thematische en culturele kennis, en van een geavanceerd begrip van interculturele factoren [MC.6.5; zonder toetsing]
- 5 Het communicatieproces via een goede planning en een adequaat stress- en tijdsmanagement stipt beheren, zowel zelfstandig als in teamverband [MC.6.7; zonder toetsing]
- 6 Having a command of French at C2 level or at least C1 level of the Common European Framework of Reference for Languages for comprehension (listening and reading), oral skills (production and interaction) and writing skills (MC 1.1 ; assessed)
- 7 As a multilingual communications specialist, functioning effectively in a multidisciplinary and international environment, both independently and in a team, with due attention for process management (MC 4.1 ; assessed)
- 8 In the communication process, making adequate use of an advanced understanding of the role of contextual variables, text types and text strategies. (MC 6.1 ; assessed)
- 9 Making adequate use of the acquired insights into the communication of organisations. (MC 6.3, not assessed)
- 10 During the communication process, making use of traditional and electronic resources, as well as specific technological tools. (MC 6.6 ; not assessed)

## Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

## Conditions for exam contract

This course unit cannot be taken via an exam contract

## Teaching methods

Seminar, Independent work

## Extra information on the teaching methods

Oral and written exercises with feedback  
No lecture recordings will be provided.

## Study material

Type: Syllabus

Name: Syllabus

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

Type: Slides

Name: Slides

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

## References

## Course content-related study coaching

direct feedback during lectures and via Ufora  
consultation hour

## 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**

Oral assessment, Skills test, Presentation, Written assessment

**Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible

**Extra information on the examination methods**

Students are individually questioned orally on theory, the case studies and concrete communication techniques in specific professional contexts. Their individual oral productions are evaluated during face-to-face assessment sessions with the professor. Vocabulary tests are also on the programme. Students will also be assessed on their ability to orally present ideas for a communication campaign during a meeting with other students. However, the evaluation is individual. Students can use translation and automatic correction tools. Generative artificial intelligence (content production) is not permitted for written tasks, in order to ensure that students master content creation techniques and are able to implement them themselves. All written work is produced in class. Students can use all the existing tools (including generative artificial intelligence) to prepare the tasks prepared at home (in particular the content that will be used as a basis for the oral productions).

**Calculation of the examination mark**

Each assignment is assessed using a score between 10 and 50. The total points are then calculated to obtain a score out of 20.

**Facilities for Working Students**

Absence is allowed provided that the tasks are submitted at other moments at Ghent University (not at home). Lectures (since they are practice-based sessions) will not be recorded but online learning material will be provided. Possibility to receive feedback at another time: by appointment.