

## Economic French II (F710248)

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

**Credits 3.0** **Study time 90 h**

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

A (Year)	Dutch, French	Gent	seminar
			independent work

**Lecturers in academic year 2026-2027**

De Craene, Nadja	LW22	lecturer-in-charge
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**Offered in the following programmes in 2026-2027**

<a href="#">Bachelor of Science in Business Administration</a>	<b>crdts</b>	<b>offering</b>
	3	A

**Teaching languages**

French, Dutch

**Keywords**

Commercial French – Business Letters - Telephone calls - Transport et distribution de marchandises

**Position of the course**

As 70% of the Flemish enterprises tend to give much importance to external communication, we work in this course very intensively around written communication "correspondance commerciale". At the same time, students will develop their oral skills with "telephone calls in a business context. The company visit is an opportunity to implement all skills

**Contents**

Analyze the structure and characteristics of business style in letters and mails.  
 Different types of business letters : enquiry – offer – order – order confirmation – dispatch note – acknowledgement of receipt – invoice – overdue notice - complaints.  
 Specific terminology, key sentences and expressions for writing letters.  
 Guidelines for (in) formal telephone conversations in a commercial setting.

**Initial competences**

**This course builds on the final competences Economic French I**

**Listening:** The student can understand general instructions and follow the main points of a conversation. Hij can understand a French text or letter on level B1.

**Spoken Interaction:** The student can enter unprepared into conversation on usual topics or general economic topics.

**Spoken Production:** The student can connect phrases in a simple way in order to describe experiences and events, plans and ambitions, briefly give reasons and explanations for opinions and plans.

**Writing:** The student can write a straightforward connected text on topics, which are familiar.

**Final competences**

- Speaking:** In the workplace, users at this level can provide detailed information, including by phone and participate in a meeting in a limited way. They report matters related to commercial transactions (from requesting prices, negotiating delivery terms, placing orders to payments and complaints of all kinds).
- Writing:** In the workplace, users can produce a range of written documents.

They can produce texts with detailed information, e.g. about a product or service. They can take and pass on messages. They can write commercial letters using the correct vocabulary and key structures in an adequate style for correspondence (letters and mails).

- 3 **Reading:** In the workplace, they can understand routine correspondence, short reports or articles with commercial content, instructions and product descriptions within their area of work. They also understand texts on current topics such as geopolitics and strategic business decisions.
- 4 **Listening:** Overall, students can follow and understand presentations and demonstrations on factual matters: in the working lecture it is about sound clips, video. For the company visit, listening is a key element both on the phone and in the actual visit.
- 5 **Interactive communication:** Communicating with a French speaker and applying all the previous competences by means of a company visit in Brussels, Wallonia or France. Requesting a meeting with the company (writing) / going through the company info thoroughly (reading) / filming a conversation with the CEO or employees during the on-site visit (listening and speaking).
- 6 **Dealing with Artificial Intelligence:** Critical examination concerns mainly the use of AI. Students are certainly allowed to use it just as people use translation machines and academic writing sites. However, they are asked to write substantively strong letters. They are made aware of the limitations and pitfalls of AI especially since this is an American product with English as the language of instruction. Finally, they are explicitly forbidden from offering AI as a resource at most they use it as a tool to improve their language skills. The final test is a written exam where the use of digital tools is excluded.

#### 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

Group work, Seminar, Independent work

#### Extra information on the teaching methods

Hoorcollege 30% with possibly a lecture from a native person / presentation "Le transport et la distribution des marchandises" + "les activités portuaires"  
Individual study: exercises with feedback on Ufora (students obtain a minimum of 80%)  
Workcollege, guided exercises : correspondance and telephone calls (blended learning en flipped classroom) > ASSIGNMENTS

#### Study material

Type: Syllabus

Name: Syllabus Economisch Frans II Handelswetenschappen

Indicative price: € 16

Optional: no

Language : Other

Number of Pages : 206

Oldest Usable Edition : 2024

Available on Ufora : No

Online Available : No

Available in the Library : No

Available through Student Association : No

Additional information: The course is reworked each year and the modifications reported in class so that those who are still with a copy from the previous year can still follow along. The large number of exercises makes it more of a personal workbook in which annotations can be made.... All SOLUTIONS and illustrations or clarifications available on UFORA.

#### References

Grammaire 2000 / Grammaire Trajet / Acadamié française (internet)  
Comme convenu ! Cours de communication française (auteur : Isabelle Werbrouck ACCO)

#### Course content-related study coaching

Follow-up on the electronic learning platform and after the lessons e.g. feedback on written letters.

#### **Assessment moments**

end-of-term and continuous assessment

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

Written assessment

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

Written assessment

#### **Examination methods in case of permanent assessment**

Oral assessment, Skills test, 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**

1. Mid term test (language structures)
2. Portfolio with ORAL EVALUATION : telephone conversations / permanent evaluation Ufora / written tasks / reading and listening ex. / **a company visit** (participation is mandatory) or the business-related assignment in replacement
3. Exam (partly on PC, partly written) (theory and applications)  
In the second session : same forms of evaluation (some substitute assignments portfolio)

#### **Calculation of the examination mark**

**Periodic evaluation:10/20**

**Non periodic evaluation : 10/20**

1. Mid-term test : 3/20

2. Portfolio (with telephone conversations included) : 7/20

3. Exam:10/20

Participation in (1) (2) is mandatory; with unwarranted absence or non-participation the student cannot succeed for this course.

#### **Facilities for Working Students**

Language skills must meet the average of other students but otherwise conform to the guidelines.

Alternative assignments can be discussed with teacher.