

SYLLABUS
Academic year 2024-2025
Year of Study II / Semester II

1. Information on academic program

1.1. University	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Bachelor
1.6. Academic program / Qualification/ ESCO Code	Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts

2. Information of Course Matter

2.1. Course	Foreign Language-French		2.2. Code	BA 226.2			
2.3. Course Leader	-						
2.4. Seminar Tutor	Lecturer.PhD Aura Cibian						
2.5. Academic Year	II	2.6. Semester	II	2.7. Type of Evaluation (E – final exam / CE - colloquium examination / CA -continuous assessment)	CA	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	2	3.2. course		3.3. seminar, laboratory	2
3.4. Total number of hours in the curriculum	28	3.5. course		3.6. seminar, laboratory	28
Allocation of time:					Hours
a	Individual study of readers				15
b	Documentation (library)				15
c	Home assignments, Essays, Portfolios				15
d	Tutorials				-
e	Assessment (examinations)				2
f	Other academic activities (study visits, mentoring, projects)				-

3.7 Total number of hours for individual study (a+b+c)	45
3.8 Total number of hours for academic activities (d+e+f+3.4)	30
3.9 Total number of hours per semester (3.7+3.8)	75
3.10 Number of ECTS	3

4. Prerequisites (where applicable)

4.1. curriculum-based	N/A
4.2. competence-based	≥ B1 Level according to CECRL.

5. Requisites (where applicable)

5.1. course-related	N/A
5.2. seminar/laboratory-based	Lecture hall equipped with computer, video projector, projection screen

6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Competences/Study results	C1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication.
Transversal competences	CT2. Identifying roles and responsibilities in a multi-specialized team and applying relationship techniques and effective work within the team. Carrying out a work/project, responsibly assuming tasks specific to the role in a multi-specialized team

7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	<i>Effective communication, written and oral, in the modern language (specialized language).</i>
7.2 Specific objectives of the course	<i>Developed as part of a complementary training program, the course "French Language" enables students to acquire skills in recognizing and using specialized language relevant to the economic and legal-administrative fields within institutional and entrepreneurial contexts. Beyond language proficiency, students are also introduced to essential French cultural and civilizational knowledge, which is invaluable in today's multicultural landscape.</i>

8. Course contents

8.1. Course	Teaching methods	Remarks
N/A	N/A	N/A
Bibliography		
8.1 Seminars	Teaching methods	Remarks
1. Cours introductif Délimitation de l'aire thématique. Prelegere autour des mots: officiel, professionnel, correspondance. Précisions liées à la bibliographie.	Lecture	2 hours
2. La lettre officielle Définition. Structure (cadre supérieur, corps et cadre inférieur de la lettre) et conventions du modèle standard. Types de destinataires et expéditeurs. Le modèle français / le modèle roumain. Enjeux, stratégies et principes de l'élaboration d'une lettre officielle. Un expéditeur est censé faire preuve de fiabilité, crédibilité et compétence ; il est aussi censé respecter les conventions de rédaction et d'expression écrite, transmettre un message clair en accord avec l'objet de sa lettre, employer les formules appropriées en fonction de la nature de sa lettre, porter une attention spéciale aux indications de temps ; l'expéditeur essaiera de provoquer une réaction positive auprès du destinataire et d'obtenir une réponse favorable. Certains expéditeurs mettent en place de vraies stratégies de composition du message de la lettre afin de convaincre et d'atteindre leurs buts.	Lecture, Exposition through descriptions and explanations. Examples	2 hours
3. La lettre de motivation Définition. Structure et conventions du modèle standard. Le corps de la lettre (contenu) : la communication orientée.	Exposition through descriptions and explanations. Examples	2 hours
4. L'offre d'emploi Typologie textuelle. Modalités de réponse à une offre d'emplo	Exposition through descriptions and explanations. Examples	2 hours
5.- 6. Entités privées / entités publiques Présentation d'une entité privée (courte recherche internet ; sélection d'infos sur des sites officiels)	Exposition through descriptions and explanations. Examples	4 hours
7.-8. Entités privées / entités publiques Présentation d'une entité publique (courte recherche internet ; sélection d'infos sur des sites officiels)	Exposition through descriptions and explanations. Examples	4 hours
9. – 13. Règles de conduite et savoir vivre en milieu professionnel Prise de conscience des différences entre règles de conduite personnelles / sociétales/professionnelles Sélection de règles de conduite et analyse du modèle communicationnel	Exposition through descriptions and explanations. Examples	10 hours
14. Révision	Recap	2 hours
Bibliography Cibian, Aura, La langue française en milieu institutionnel-entrepreneurial, Alba Iulia, Seria Didactica, 2015.		

Cibian, Aura, Modèles communicationnels à des fins professionnelles, organisés autour de deux actants : candidat et employeur, article publié dans la revue Annales Universitatis Apulensis. Series Philologica, 17 TOM 2 / 2016, pp. 307 – 315 și în variantă on line, BDI, aici: <https://www.ceeol.com/search/article-detail?id=480648>

Danilo, M et Penfornis, J, Lincoln, M, Le français de la communication professionnelle, Paris, International, 1993.

Froger, Valérie, Création entreprise de A à Z, Dunod, Paris.

Kadyss, Roselyne, Nishimata, Aline, Rédiger avec succès lettres, e-mails, documents administratifs, Paris, Gualino.

Krieg-Planque, Alice, Analyser les discours institutionnels, Paris, Armand Colin, 2017.

Dicționare

Christodorescu, Anca-Maria, Dicționar român-francez, francez-român, București, Grammar, 2003.

Constantinescu, Ileana, Dicționar pentru afaceri, francez-român, român-francez, București, Economica, 1997.

Dex. Dicționarul explicativ al limbii române (acad. Ion Coteanu, dr. Luiza Seche, dr. Mircea Seche), Acad. Română, Institutul de lingvistică Iorgu Iordan – Al. Rosetti, București, Univers Enciclopedic, 2012.

Doom. Dicționar ortografic, ortoepic și morfologic al limbii române, coord. Ioana Vintilă Rădulescu, Acad. Română, Institutul de lingvistică Iorgu Iordan – Al. Rosetti, București, Univers Enciclopedic, 2005.

Littré, Emile, Dictionnaire de la langue française, tomes 1 – 6, Chicago, Encyclopaedia Britannica, 1991.

Morel, Philippe, Dictionnaire de la communication d'entreprise, Paris, Vuibert, 2006.

Niță, Constantin, Dicționar de marketing și afaceri, 1999.

Predescu, Elena, Dicționar economic explicativ, român-francez, București, Editura Paralela 45, 2005.

Surse en ligne

https://www.ccdmd.qc.ca/media/Genres_05Lalettreprofessionnelle.pdf

<https://www.iagora.com/work/fr/stages-et-emplois/langue-roumain>

<http://www.scribd.com/doc/32444503/9/NEOLOGISMELE-IN-LIMBAJUL-ADMINISTRATIV>

<http://www.modele-lettre-type.com>

<http://www.nouvelobs.com/abc-lettres>

9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme

The course content was reviewed by the program's monitoring and evaluation committee, which includes representatives from employers and professional associations in the field.

10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
10.5 Seminar/laboratory	<i>Completing exam tasks with an understanding of requirements and accuracy of expression. Active and meaningful participation during seminars.</i>	<i>Oral presentation of a written individual study</i>	25% 75%
	-		-

10.6 Minimum performance standard:

*Minimum performance standard:
Passing the exam requires obtaining a minimum grade of 5 (five) in the final exam, to which the points corresponding to the other previously scored activities will be added.
Development of a complex, lexically rich, and syntactically precise oral or written discourse on a given topic.*

Fill in date
12.09.2024

Course leader signature
n/a

Seminar tutor signature
Lecturer. PhD Aura Cibian

Approval date in department
16.09.2024

Department director's signature,
Assoc. Prof. PhD. Maican Silvia