a.y. 2015-2016/2016-2017

Class contents and exam requirements

Code 20366-20372 (20416)

French Language – Second language

B1 business

Class contents and exam requirements are the same for both attending students and non-attenders

Program	Master of Science
Degree course	M, IM, MM, AFC, CLAPI, CLEFIN-FINANCE, CLELI, ACME, DES-ESS, EMIT, GIO
Teaching activity	• annual course: 1st year, 2nd semester (36 hours) – 2nd year, 1st semester (36 hours); total classroom teaching hours 72 • courses taught in French The course is activated if there is a sufficient number of participants.
Minimum initial level	• In order to attend the class in a productive way, students are advised they need an **A2 level** (pre-intermediate)
Objective	• **Language skills required to prepare: Diplôme de Français Professionnel B1** and **B2** of Chambre de commerce et d'industrie de Paris and **Bocconi internal exam** (B1 business) • Acquisition of language skills (B1 level*) to operate effectively and confidently in a professional context
Final Exam	• Bocconi internal exam (B1 business*) or an international certification among those recognized by the University • 4 credits, 2nd year, 1st semester
Head Teacher	Bianca Maria San Pietro

*Common European Framework of Reference for Languages

Set Textbooks

- PENFORNIS J.L., *Affaires.com*, CLE International, Paris 2013
- GREGOIRE M. - THIEVENAZ O., *Grammaire progressive du Français*, *niveau intermédiaire*, CLE International, Paris 2003

Recommended textbook

- GREGOIRE M. – MERLO G. *Exercices communicatifs de la Grammaire progressive du Français*, *niveau intermédiaire*, CLE International, Paris 2004

We would like to remind all students that the Language Centre provides information and counseling regarding language study. Students can find various material for preparation in internationally recognized certificates by the University and Bocconi internal exam at the language laboratory (multimedial library) and online (visit: www.unibocconi.eu/languagecenter, in Language Laboratory).

Resources

[Materials prepared by professors](#)
[Self-study programme](#)
[Past exams](#)
[Extra teaching materials](#)
[Language tutors](#)
[Office Hours for Bocconi teachers](#)
[International certificates recognized](#)

Classroom activities & skills

Teaching aim to promote the acquisition of **professional language skills.**
In particular, the following will be treated through topics covered in the textbook:

- **extension of business vocabulary**
- **develop language skills (Writing, Reading, Speaking & Listening)**: presentations, reports, formal letters, emails, group work and discussions
- **mock exam simulation** for internal examination and for international certificates: (**Diplôme de français professionnel B1** and **B2** of the Chambre de commerce et d'industrie de Paris, which the textbook prepares to)
- **grammar revision**

Self-Study activities & skills

Learning a language and effective preparation for the exam require regular attendance of lessons and constant effort also in terms of autonomous study.
For this purpose, a series of activities to be done in the textbook *Exercices communicatifs de la Grammaire progressive du Français* (see adopted and suggested texts) and the self-study modules available on the [e-learning](#) platform have been included in the table below. In the Libraries students can also find the material provided by the teacher in the classroom and some previous exam papers.
It is suggested to dedicate 3-5 hours weekly for independent study

Topics/Units	Grammar/Skills	Self-study program* (see "set textbooks")
MODULE 1	**ACTEURS ECONOMIQUES**	
Diversité des entreprises	Distinguer différent types de travailleurs et d'entreprises	Partitif, Adverbes de quantité. Ex: pages 28-32
Banques et services bancaires	Découvrir les services bancaires. Lire/mettre en page une lettre commerciale	Pronoms personnels complément Ex: pages 62-67
Défense du consommateur	Examiner les droits du consommateur, écrire une lettre de réclamation	Pronoms relatifs . Conjonctions. Ex: pages 68-70
MODULE 2	**CREATEURS D'ENTREPRISE**	*Pour tout le module: Self study > Module:Commerce*
Profil du créateur d'entreprise	Faire le portrait du créateur d'entreprise /décrire le parcours d'un créateur	Forme passive. Ex: pages 116-118
Recherche de capitaux	Analyser les moyens de financement,	Passé composé, Imparfait Ex: pages 103-115

	demander l'argent à quelqu'un	
Lieu d'implantation	Louer un local à usage professionnel Ecrire efficacement Indicateurs de temps	Indicateurs de temps Ex: pages 99-101
Choix de société	Découvrir/comparer les sociétés commerciales, choisir la plus adéquate Rédiger un e-mail	Pronoms Y et EN Ex: pages 59-62
MODULE 3	**RESSOURCES HUMAINES**	*Pour tout le module: Self study > Module : RH*
Contrat de travail	Analyser un contrat de travail /une lettre d'engagement	Pronoms relatifs composés Ex: pages 97-98
Profil de manager	Consulter une offre d'emploi Dresser le profil d'un manager	L'hypothèse Ex: pages 126-131
Organisation du travail	Analyser/comparer différentes méthodes d'organisation et cultures d'entreprise	Futur simple et composé Ex: pages 120-123
Réunion de travail	Préparer /assister à/ animer une réunion, rédiger un compte rendu de réunion	Pronoms et adjectifs indéfinis Ex: page 34
Droits des salariés	Examiner /apprécier les motifs de licenciement, analyser le droit de grève	Emploi du subjonctif Ex: pages 142-143
MODULE 4	**MARKETING**	*Pour tout le module: Self study > Module Marketing*
Etude de marché	Réaliser un questionnaire d'enquête de marché, formuler les questions	Impératif, conditionnel Ex: pages 124-125
Définition du produit	Positionner un produit, faire des choix: prix, marque, conditionnement	Comparatifs et superlatifs Ex: page 44
Méthodes de distribution	Analyser les formes de distribution /méthodes de vente	Prépositions et adverbes Ex: pages 48-54
Moyens de communication	Analyser différent moyens de communication, Concevoir un message publicitaire	Discours rapporté Ex: pages 133- 136
MODULE 5	**CONTACT AVEC LA CLIENTELE**	*Pour tout le module: Self study > Module: rapports clientèle*
Force de vente	Rôle du vendeur et techniques de vente	Infinitif complément Ex: pages 118-119
Commande en ligne	Comparer différents moyens de passer commande	La condition Ex: pages 99-102
Service clientèle	Formuler une réclamation (par lettre, téléphone/ e-mail) Traiter les réclamations	La cause Ex: page 152
Règlement de	Demander un délai de paiement	La conséquence Ex: page 153

facture	Répondre à une demande de délai de paiement	
MODULE 6:	**RESULTATS DE L'ENTREPRISE**	*Pour tout le module: Self study > Module: Entreprise*
Assurances	Contrat d'assurance Lettre de déclaration de sinistre	Le but Ex: pages 154-155
Secteur d'activité	Définir un secteur, analyser l'évolution d'un secteur Rédiger un rapport	Accord des temps Ex: pages 137-140
Comptes de l'exercice	Lire un bilan d'entreprise, comprendre le rôle de la comptabilité	La concession Ex: pages 144-146
Commerce extérieur	Distinguer/comparer libre échange et protectionnisme	Indicatif et subjonctif Ex: pages 147-151

Exam content and description

The exam is scored out of a maximum of 30 points, which will go into the calculation of your grade point average, and evaluates your ability to:

- understand fairly long and complex listening passages, making notes and reworking the information heard
- write structured texts of various types according to instructions
- oral interaction: presentation and discussion
- demonstrate your knowledge of the language, by correctly using a range of vocabulary and grammatical structures

Exam Terms

The exam consists of **two compulsory** parts: a **written test** and an **oral test**.
In order to sit for exams, both written and oral, it is necessary to enroll for the exam through Punto Blu.
Both tests must be successful for the exam to be recorded.
For the **written test**:

- the written test can be taken again before sitting for the oral test
- the handing in of the exam paper makes the previous written exam taken null

For the **oral test:**

- it can only be taken if the written test has been successful (minimum mark: 18/30)
- it can only be taken within the validity terms of the written test (see section **Written Exam**, **Validity**)
- it involves the preparation of the content and any materials as indicated in the program (see section **Oral exam**, **Test**)
- once the oral exam is passed, the oral mark is added to the written one to define the final grade (see section **Oral Exam**, **Final grade**)

Written Exam

First part	Listening to one or more passages – monologues, dialogues, debates, polls– containing data, opinions, descriptions, explanations
Objective	Check candidates' ability to: - listening comprehension skills and appropriate note taking of the information and data provided - writing skills in terms of content organization and reporting of the information and opinion

	provided, possibly supported by the student's own ideas	
Test	1. Sentence completion and/or tables; true/false questions; multiple choice answers 2. Ability to write structured texts according to instructions given	**15/30**
Second part	Reading comprehension of one or more authentic texts, possibly also containing graphs, tables, images	
Objective	Checking candidates' ability: - to understand written texts; - content processing and drafting of texts appropriate for a professional context	
Test	Writing a short report related to one of the topic mentioned in the documents provided, from a personal point of view and according to a format given	**15/30**
Duration	120 minutes	
Dictionary	Bilingual dictionary can be used	
Validity	The written grade is valid for the 3 subsequent oral exams, and it is also valid for the subsequent 12 months but there is a penalty that must be paid (see *Oral Exam, Final grade*)	

Oral Exam

Objective	Introduce and discuss the topic submitted, answering questions asked by the examiner
Skill	Presentation and discussion
Test	Presentation of a dossier, prepared by the student, consisting of at least three articles (taken from either the International or the Italian press) linked together by one of the topics mentioned in the programme of the course and agreed with by the teacher prior to the exam. The submission of the material as specified above is a requirement in order to be entitled to sit the oral test. Details on how to prepare for the exam are to be found online in the library for each language (Bocconi e-learning platform) or at: http://www.unibocconi.eu/languagecenter in Self-Study > Online materials
Duration	15 minutes
Dictionary	Dictionaries are not allowed
Final grade	The oral test can be taken only after having passed the written test and can amend the written test mark, according to the pragmatical and communicative skills of the student, as follows: • by +3 or -3, if the oral exam is passed within the 3 oral exams subsequent to the written exam; • by +1 or -3, if the oral exam is passed after the first 3 subsequent oral exams, but still by 12 months subsequent to the written exam

As an alternative to the Bocconi exam, students may choose to register one of the international certifications recognized by the University. The achieved result is converted into a number grade out of a possible thirty and is registered in the student's academic record.

Additional Points

Language skills assessment relies, in addition to the final exam mark, on factors aimed at enhancing the learning process progress through the attribution of additional points for:

1. **Positive participation in the course and completion of self-study activities**
2. **Partial Exam**
3. **The exam passed the first time it is taken**

Points are registered at the same time the oral exam is passed

1. Positive participation in the course and completion of self-study activities

Objective	To encourage constant and active improvement in the language
Maximum points awardable	• **2 thirtieth:** 1 thirtieth for each semester of teaching for active participation in at least 75% of lesson hours + completion of the self-study programme
Assignment of points	Defined by the teacher at the end of the course according to the quality and timing criteria specified in the classroom and available online
Validity	From January to the September immediately following the course. These months are included

2. Partial Exam

Objective	To assess language learning progress
Test	Skills: • Grammar – Grammar exercises in the following formats: multiple choice answers, sentence completion, transformation • Vocabulary exercises in the following formats: sentence completion, cloze test, multiple choice answers
Duration	60 minutes
Dictionary	Dictionaries are not allowed
Maximum points awardable	• **0.5 thirtieth** is awarded on the condition that students pass their final written and oral exam within the first or second scheduled exam session
Assignment of points	The final grade is expressed by "pass" or "fail"; the extra points will be awarded in case of positive result ("pass")
Validity	From January to the February immediately following the course. These months are included
Note	The exam is open to all students, both attenders and non-attenders enrolled in the first year of their Degree course. It takes place once every academic year in June after first semester classes have finished (the exact date can be found in the General Exams calendar)

3. The exam passed the first time it is taken

Objective	Reward students who sit for the exam only when really well prepared
Maximum points awardable	• **0.5 thirtieth**
Assignment of points	The attribution of points is automatic when the student enrolls for and hands in the written exam for the first time; passes it (minimum score 18/30) and takes the oral exam on the first date immediately available after the written exam.