FACULTY CURRICULUM COMMITTEE MINOR FORM

Contact Name: Godwin O. Uwah       Email: uwahg@cofc.edu       Phone: 3-5723

Department or Program Name: French & Francophone       Name and Acronym of Minor BLFR

Date (Semester/Year) new minor first available to students or change will take effect: fall 2012

I. CATEGORY OF REVIEW (Check all that apply)

☐ New (attach details)       Total # of hours: 18

☐ Terminate Minor (if checked, skip sections III, IV, and VIII below)

☐ Change Request (attach details; if checked, skip sections below that do not apply)
  ☐ Add existing course or courses to requirements or electives
  ☐ Add new course(s) to requirements or electives (complete and attach COURSE FORM for each)
  ☐ Delete courses from requirements or electives

☐ Interdisciplinary (attach evidence of compliance with guidelines and acknowledgement from relevant departments. Guidelines can be found: http://currcomm.cofc.edu/guidelines-interdisc/index.php)

II. DESCRIPTION OF MINOR: If change of minor, please list the specific changes here.

The Business language minor in French (BLFR) is designed to develop business language fluency in students interested in using their language skills in different business settings and provide opportunities to gain cultural and intercultural competences and an awareness of business culture and nuances as manifested in verbal and non-verbal communications.

III. RATIONALE or JUSTIFICATION: For changes or termination, please provide a detailed justification. For a new minor, briefly address the goals/objectives for the new minor, provide evidence of student interest (i.e., has the program offered special topics courses in this area? has the program interviewed student focus groups as part of an internal assessment? etc.), and explain how the minor supports the liberal arts tradition and the mission of the institution.

The BLFR targets students in the School of Business and Economics pursuing a minor in French and Francophone studies by providing them with a sequence of courses closely tailored to their needs. The minor complements and strengthens students' language skills and equips students to work in national and/or international business or non-business organizations where their skills are needed.

Objectives:

1) To develop in students practical and workable vocabulary to function in a business setting.

2) To enhance listening comprehension and speaking skills through class interaction, simulations, case studies and discussion groups aimed at integrating and reinforcing elements of cultural literacy and sensitivity.
3) To foster reading comprehension and writing skills through regular exposure and task-based interaction with authentic business-related documents and articles in the French and francophone print and electronic media.

4) To become conversant with macro-economic and other forces shaping business practices and attitudes in France and in francophone regions and also gain an awareness of cultural differences within the francophone regions and be in a position to compare and contract these cultures with their own American culture and learn to respect cultural differences and enhance their critical thinking skills.

5) To become familiar with ethical practices and norms associated with doing business in France or in the Francophone regions and the relationship between building human rapport and doing business and how difficult it is to separate the two.

The BLFR supports the liberal arts tradition of the college as expressed in the mission statement of the School of Languages, Cultures, and World Affairs “...to develop students into enlightened, responsible, engaged world citizens through a multidisciplinary curriculum.”

IV. CURRICULUM

A. Provide the COMPLETE curriculum for the proposed minor, distinguishing between required and elective courses, and listed EXACTLY as it should appear in the catalog, including the catalog description to be included in the new minor. Note pre-requisite courses where appropriate. Note any sequencing of courses or requirements in the program. Attach the completed COURSE FORM and a sample syllabus for each NEW course.

---

Business Language Minor in French

Minor Hours: 18 hours (above FREN 202 of 250)

Requirements:

FREN 314: French Conversation
FREN 380: Le Concept de Marketing
FREN 381: French for World Business I or FREN 382: French for World Business II
FREN 491: Topics in Contemporary Francophone Culture [topic to be economic or business based] OR FREN 495: Capstone Seminar [with focus on business and commerce]

One course selected from the following:

FREN 320: Survey of Francophone Literature
FREN 326: Survey of Francophone Civilization

One course selected from the following:

FREN 321: Survey of French Literature
FREN 327: Survey of French Civilization

---

V. STUDENT LEARNING OUTCOMES and ASSESSMENT
3) To foster reading comprehension and writing skills through regular exposure and task-based interaction with authentic business-related documents and articles in the French and francophone print and electronic media. To enhance their critical thinking skills.

4) To become conversant with macro-economic and other forces shaping business practices and attitudes in France and in francophone regions. To also gain an awareness of cultural differences within the francophone regions, to be in a position to compare and contrast these cultures with their own American culture, and learn to respect cultural differences and enhance their critical thinking skills (moved under 3).

5) To become familiar with ethical practices and norms associated with doing business in France or in the Francophone regions and the relationship between building human rapport and doing business and how difficult it is to separate the two.

The BLFR supports the liberal arts tradition of the college as expressed in the mission statement of the School of Languages, Cultures, and World Affairs “… to develop students into enlightened, responsible, engaged world citizens through a multidisciplinary curriculum.”

IV. CURRICULUM

A. Provide the COMPLETE curriculum for the proposed minor, distinguishing between required and elective courses, and listed EXACTLY as it should appear in the catalog, including the catalog description to be included in the new minor. Note pre-requisite courses where appropriate. Note any sequencing of courses or requirements in the program. Attach the completed COURSE FORM and a sample syllabus for each NEW course.

Business Language Minor in French

Minor Hours: 18 hours (above FREN 202 ef OR 250)

Requirements:

FREN 314: French Conversation
FREN 380: Le Concept de Marketing
FREN 381: French for World Business I or French for World Business II
FREN 491: Topics in Contemporary Francophone Culture [topic to be economic or business based] OR
FREN 495: Capstone Seminar [with focus on business and commerce]

One course selected from the following:

FREN 320: Survey of Francophone Literature
FREN 326: Survey of Francophone Civilization

One course selected from the following:

FREN 321: Survey of French Literature
FREN 327: Survey of French Civilization
## V. STUDENT LEARNING OUTCOMES and ASSESSMENT

<table>
<thead>
<tr>
<th>Program-Level Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the minor? Attach Curriculum Map.</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Speak at intermediate—low level or higher on the ACTFL scale</td>
<td>Will take an in-class OPI test, administered by a faculty member trained in OPI testing during their FREN 314 class. Minimum target outcome would be 75% accuracy and correctness.</td>
</tr>
<tr>
<td>2. Acquire and use correctly business vocabulary and expressions in French</td>
<td>Students completing FREN 381 or FREN 382 will be assessed through final oral presentation with specific rubrics. Minimum target outcome would be 75% accuracy and correctness.</td>
</tr>
<tr>
<td>3. Write coherent business correspondence, reports, and summaries in French using the correct terminology</td>
<td>Select letters, reports, and case summaries done during mid-term in the FREN 381 or 382 course.</td>
</tr>
<tr>
<td>4. Demonstrate knowledge of French and francophone business cultural practices</td>
<td>Final written report for FREN 491 students and FREN 380 students. Minimum target outcome would be 75% accuracy for exercise.</td>
</tr>
</tbody>
</table>

Additional Outcomes or Comments:

## VI. IMPACT ON EXISTING PROGRAMS and COURSES: Please briefly document the impact of this new/changed/deleted minor on other programs and courses; if deleting a minor—list all programs that will be impacted (and how); if adding or changing a minor—explain any overlap with existing programs in the same or different departments.

There will be no overlap and no major impact on the existing courses. There is only a widening of available options.

Students seeking a minor in French and Francophone Studies will now have the option of a minor in Business French. This is particularly true of Business and International business students.

Nine of the 18 credits required for this minor are courses normally available to students in the French program. Students who in the past would take the business related courses merely to complement their business studies can now take them as part of a Business French minor.

## VII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.
VII. COSTS ASSOCIATED WITH THE ACTION REQUESTED: List all of the new costs or cost savings, (including new faculty/staff requests, library or equipment, etc.) associated with the action requested.

No additional faculty or adjunct lines required, and the existing library allocation would suffice for the limited resources needed (books and journal subscriptions).

VIII. APPROVAL and SIGNATURES

1. Signature of Department Chair or Program Director: 
   
   Date: 9/19/11

2. Signature of Academic Dean:
   
   Date: 9/19/11

3. Signature of Provost:
   
   Date: 9/20/11

4. Signature of Curriculum Committee Chair:
   
   Date: 

5. Signature of Budget Committee Chair:
   
   Date: 

6. Signature of Academic Planning Committee Chair:
   
   Date: 

7. Signature of Faculty Senate Secretary:
   
   Date: 

   Date Approved by Faculty Senate:
   
   Following Senate approval, the Faculty Senate Secretary will forward the entire packet to the Registrar.