FACULTY CURRICULUM COMMITTEE
SIGNATURE PAGE

• In section A, list ALL of the forms covered by this signature page. If you submit a form that is not listed in A, your proposal will be held back until we receive a new, updated signature page.
• You must obtain the signature of your department chair and dean before submitting your proposal.

A. FORMS COVERED BY THIS SIGNATURE PAGE. List each form you are submitting—for instance, PSYC 383, Course Form; PSYC, Change of Major Form; PSYC, Change of Minor Form.

-BLF - Change of Minor Form.
FREN 380 - Course Form (Title and Description)
FREN 381 - Course Form (Title and Description)
FREN 382 - Course Form (Deactivation)
FREN 383 - Course Form (New Course)

B. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

   [Signature] Date: 02.22.2016

2. Signature of Academic Dean:

   [Signature] Date: 2/24/16

3. Signature of Provost:

   [Signature] Date: 3/9/16

4. Signature of Business Affairs (only for course fees):

   [Signature] Date: [□ fee approved on ]

5. Signature of Curriculum Committee Chair:

   [Signature] Date: 3-23-16

6. Signature of Budget Committee Chair (only for new programs):

   [Signature] Date: [□ BOT approval pending]

7. Signature of Academic Planning Committee Chair (only for new programs):

   [Signature] Date: [□]

8. Signature of Faculty Senate Secretary:

   [Signature] Date: [□]

Date Approved by Faculty Senate: [□]

02-24-16P03:59 RCV0
To: Faculty Curriculum Committee

From: Juliette Bourdier
Business Language Minor in French program director
Department of French, Francophone and Italian Studies

Date: February 21, 2016

Reason: Curriculum Committee Forms Being Submitted

Enclosed are the following curriculum change forms:

- Signature form
- Minor Form for changing a minor. BLMF: Business Language Minor in French.
  - Change of titles and catalog descriptions, FREN 380 & FREN 381.
  - Deactivation of FREN 382 (untaught for 6 years).
  - Addition of FREN 383 (internship).
  - Changes in list of elective course options.

- Course Form for changing a course. FREN 380: Le Concept de Marketing (change title and course description)
- Course Form for changing a course. FREN 381: French for World Business One (change title and course description)
- Course Form for deactivating a course. FREN 382: French for World Business II.
- Course Form for adding a new course. FREN 383: Summer Internship in a French Workplace.
FACULTY CURRICULUM COMMITTEE
COURSE FORM

Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
- Fill out the parts of the form specified in part B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, start by checking the instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT/COURSE INFORMATION.

Name: BOURDIER JULIETTE 
Phone: 843.953.6529 Email: BOURDIER@COFC.EDU

Department or Program: FFIS 
School: LCWA

Subject Acronym and Course Number: FREN 380

Catalog Year in which changes will take effect: FALL 2016

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Course (complete parts C, D, F, G, H, I, J)
☒ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J)
☐ Course Number (you must submit a course deactivation request for the old course number)
☒ Course Name
☒ Course Description
☐ Credit/Contact Hours
☐ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

Department: French, Francophone and Italian Studies
Program: Business Language Minor in French.
Courses: FREN 380

Request: Change of course title and course description.

French 380 is one of two core courses for the Business Language Minor in French. This course is being redesigned with a greater emphasis on the practical skills necessary to understand professional behaviors in a French corporate environment. Students will conceive a business plan using sustainable marketing and communication strategies for the French Workplace.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on your own programs and courses as well other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

None.

This form was last updated on 12/13/13 and replaces all others.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Department: FFIS  School: LCWA Subject Acronym: French Business  Course Number: FREN380

Credit hours:  3 hours _X_ lecture __ lab __ seminar __ independent study
Contact hours:  3 hours _X_ lecture __ lab __ seminar __ independent study

Course title: Le Concept de Marketing

Course description (maximum 50 words, exactly as it appears in the catalog):

This course develops an appreciation for the complexities of establishing and implementing marketing strategies in both domestic and international economies. Areas of study include consumer and industrial behavior, marketing research, products/services, channels of distribution, packaging, positioning, pricing and promotions.

Restrictions (pre-requisites, co-requisites, majors only, etc.): as described in the minor requirements. Prerequisites: FREN 313 and FREN 314.

Cross-listing, if any:

Is this course repeatable? □ yes  ❌ no If yes, how many total credit hours may the student earn? ___

F. NEW COURSE INFORMATION. If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use boldface for the information that is changing.

Department: FFIS  School: LCWA Subject Acronym: French Business  Course Number: FREN 380

Credit hours:  3 hours _X_ lecture __ lab __ seminar __ independent study
Contact hours:  3 hours _X_ lecture __ lab __ seminar __ independent study

Course title: Marketing, Strategies & Communication in the French Workplace

Course description (maximum 50 words, exactly as it appears in the catalog):

Students study commercial communication and business strategies. They analyze consumer psychology, mentality and behaviors, and explore sustainable marketing practices in a French professional environment. Students design projects around the full cycle of a product from inception to recycling and manage a promotional plan within a French frame of reference.

Restrictions (pre-requisites, co-requisites, majors only, etc.): as described in the minor requirements. FREN 313 and FREN 314.

If this is a newly-created course, is it intended to be the equivalent of an existing course? □ yes  ❌ no
If so, which course? _______________

If equivalent, will the newly-created course replace the existing course? □ yes  ❌ no
Note: If yes, you must deactivate that course by submitting an additional Course Form.

Cross-listing, if any (submit approval from relevant department): _______________
Note: Cross-listed courses are equivalent.

This form was last updated on 12/13/13 and replaces all others.
Is this course repeatable? □ yes ☒ no  If yes, how many total credit hours may the student earn? ___

Is there an activity, lab, or other fee associated with this course? □ yes ☒ no  What is the fee? $_____

Note: The Senate cannot approve new fees; Business Affairs will submit any such request to the Board of Trustees. The course can still be created, but the fee will not be attached until the Board has approved it.

G. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

None.

H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? □ yes ☒ no

If yes, please attach a Change Minor and/or Change Major/Program Form as appropriate.

J. CHECKLIST.

☒ I have completed all relevant parts of the form.

☒ I have attached a cover letter that describes my request and lists all the documents I am submitting.

☐ (For new courses only) I have attached a syllabus.

☐ (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

☐ (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.

☒ I have submitted one Signature Form that lists all of the different forms I am submitting.
FACULTY CURRICULUM COMMITTEE COURSE FORM

Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
- Fill out the parts of the form specified in part B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, start by checking the instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT/COURSE INFORMATION.

Name: BOURDIER JULIETTE  Phone: 843.953.6529  Email: BOURDIER@COFC.EDU

Department or Program: FFIS  School: LCWA

Subject Acronym and Course Number: FREN 381

Catalog Year in which changes will take effect: FALL 2016

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Course (complete parts C, D, F, G, H, I, J)
☒ Change Part of an Existing Course (complete parts D, E, F, G, I, J)
☐ Course Number (you must submit a course deactivation request for the old course number)
☒ Course Name
☒ Course Description
☐ Credit/Contact Hours
☐ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

Department: French, Francophone and Italian Studies
Program: Business Language Minor in French.
Courses: FREN 381
Request: Change of course title and course description.

FREN 381 is one of two core courses of the Business Language Minor in French. This course is being redesigned with greater emphasis on the practical skills necessary for the global business world. The purpose is to impart cultural understanding of professional practices in the French-speaking business world. Students will become acquainted with mindsets, behaviors, and practices of French-speaking business environments.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on your own programs and courses as well other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

None.

This form was last updated on 12/13/13 and replaces all others.
FACULTY CURRICULUM COMMITTEE
COURSE FORM

Instructions:
• Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
• Fill out the parts of the form specified in part B. You must do this before your request can move forward!
• Remember that your changes will not be implemented until the next catalog year at the earliest.
• If you have questions, start by checking the instructions on the website. Please feel free to contact the committee
  chairs with any remaining questions you might have.

A. CONTACT/COURSE INFORMATION.

Name: BOURDIER JULIETTE  Phone: 843.953.6529  Email: BOURDIER@COFC.EDU

Department or Program: FFIS  School: LCWA

Subject Acronym and Course Number: FREN 381

Catalog Year in which changes will take effect: FALL 2016

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Course (complete parts C, D, F, G, H, I, J)
☒ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J)
  ☐ Course Number (you must submit a course deactivation request for the old course number)
  ☒ Course Name
  ☒ Course Description
  ☒ Credit/Contact Hours
  ☒ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

Department: French, Francophone and Italian Studies
Program: Business Language Minor in French.
Courses: FREN 381
Request: Change of course title and course description.

FREN 381 is one of two core courses of the Business Language Minor in French. This course is being
redesigned with greater emphasis on the practical skills necessary for the global business world. The
purpose is to impart cultural understanding of professional practices in the French-speaking business world.
Students will become acquainted with mindsets, behaviors, and practices of French-speaking business
environments.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on your
own programs and courses as well other programs and courses. If another program requires the course, you must
submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the
number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

None.

This form was last updated on 12/13/13 and replaces all others.
E. **EXISTING COURSE INFORMATION.** If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields. FRENCH 381.

Department: FFIS  School: LCWA Subject Acronym: French Business  Course Number: FREN381

Credit hours: 3 hours _X_ lecture ___ lab ___ seminar ___ independent study
Contact hours: 3 hours _X_ lecture ___ lab ___ seminar ___ independent study

Course title: French for World Business I

Course description (maximum 50 words, exactly as it appears in the catalog):

An introduction to the practical vocabulary and syntax used in normal French business transactions. Topics include role of government in French economy, opening and operating bank accounts, making business contacts, business travels, making and canceling reservations, business correspondence, business etiquettes, etc..

Restrictions (pre-requisites, co-requisites, majors only, etc.): Prerequisites: FREN 313 and FREN 314.

Cross-listing, if any:

Is this course repeatable? [ ] yes  [X] no  If yes, how many total credit hours may the student earn? ____

F. **NEW COURSE INFORMATION.** If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use boldface for the information that is changing.

Department: FFIS  School: LCWA Subject Acronym: FREN  Course Number: 381

Credit hours: 3 hours _X_ lecture ___ lab ___ seminar ___ independent study
Contact hours: 3 hours _X_ lecture ___ lab ___ seminar ___ independent study

Course title: Professional Business Practices in French

Course description (maximum 50 words, exactly as it appears in the catalog):

Students prepare for the business environment in the French-speaking world. They learn about the job search, how to write a resume, a cover letter, and how to conduct themselves during interviews or negotiations. They explore cultural differences, understand rules for international business, and prepare to become global business professionals.

Restrictions (pre-requisites, co-requisites, majors only, etc.): as described in the minor requirements. No change.

If this is a newly-created course, is it intended to be the equivalent of an existing course? [ ] yes  [X] no
If so, which course? __________________

If equivalent, will the newly-created course replace the existing course? [ ] yes  [X] no
*Note: If yes, you must deactivate that course by submitting an additional Course Form.*

Cross-listing, if any (submit approval from relevant department): __________________
*Note: Cross-listed courses are equivalent.*
Is this course repeatable? □ yes  ❌ no If yes, how many total credit hours may the student earn? ___

Is there an activity, lab, or other fee associated with this course? □ yes  ❌ no What is the fee? $_____

Note: The Senate cannot approve new fees; Business Affairs will submit any such request to the Board of Trustees. The course can still be created, but the fee will not be attached until the Board has approved it.

G. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

None

H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? □ yes  ❌ no

If yes, please attach a Change Minor and/or Change Major/Program Form as appropriate.

J. CHECKLIST.

- I have completed all relevant parts of the form.

- I have attached a cover letter that describes my request and lists all the documents I am submitting.

- (For new courses only) I have attached a syllabus.

- (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

- (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.

- I have submitted one Signature Form that lists all of the different forms I am submitting.
FACULTY CURRICULUM COMMITTEE
COURSE FORM

Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
- Fill out the parts of the form specified in part B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, start by checking the instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT/COURSE INFORMATION.

Name: BOURDIER JULIETTE
Phone: 843.953.6529
Email: BOURDIER@COFC.EDU

Department or Program: FFIS
School: LCWA

Subject Acronym and Course Number: FREN 382

Catalog Year in which changes will take effect: FALL 2016

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Course (complete parts C, D, F, G, H, I, J)
☐ Change Part of an Existing Course (complete parts C, D, E, F, G, H, I, J)
☐ Course Number (you must submit a course deactivation request for the old course number)
☐ Course Name
☐ Course Description
☐ Credit/Contact Hours
☐ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☒ Deactivate an Existing Course (complete parts C, D, E, G, I, J)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

Department: French, Francophone and Italian Studies
Program: Business Language Minor in French.
Courses: French 382
Request: Deactivate course.

This course has not been taught for at least 6 years. It creates confusion for students who see it in the inventory; it should not be in our catalog anymore.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on your own programs and courses as well other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

These changes will have no impact on the French and Francophone Studies' major and minor.

This form was last updated on 12/13/13 and replaces all others.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields. FRENCH 381.

Department: FFIS  School: LCWA  Subject Acronym: French Business  Course Number: FREN381

Credit hours: 3 hours _X_ lecture __ lab __ seminar __ independent study
Contact hours: 3 hours _X_ lecture __ lab __ seminar __ independent study

Course title: French for World Business II

Course description (maximum 50 words, exactly as it appears in the catalog):

Development of vocabulary and expressions related to international business practices, focusing on business and economic climates and trends with specific goals of developing reading comprehension, cultural understanding, and ability to analyze economic and political discourse. Topics, including structure of French business, sales, advertising, negotiation, banking, imports and exports, will reinforce oral and written communication.

Restrictions (pre-requisites, co-requisites, majors only, etc.): as described in the minor requirements. No change.

Cross-listing, if any:

Is this course repeatable? [ ] yes  _X_ no  If yes, how many total credit hours may the student earn? ___

F. NEW COURSE INFORMATION. If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use boldface for the information that is changing.

G. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

None

H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? [ ] yes  _X_ no

If yes, please attach a Change Minor and/or Change Major/Program Form as appropriate.

J. CHECKLIST.

_ _ I have completed all relevant parts of the form.

_ _ I have attached a cover letter that describes my request and lists all the documents I am submitting.

[ ] (For new courses only) I have attached a syllabus.

[ ] (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

[ ] (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.

_ _ I have submitted one Signature Form that lists all of the different forms I am submitting.

This form was last updated on 12/13/13 and replaces all others.
FACULTY CURRICULUM COMMITTEE
COURSE FORM

Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
- Fill out the parts of the form specified in part B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, start by checking the instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT/COURSE INFORMATION.

Name: BOURDIER JULIETTE
Phone: 843.953.6529
Email: BOURDIER@COFC.EDU

Department or Program: FFIS
School: LCWA

Subject Acronym and Course Number: FREN 383
Catalog Year in which changes will take effect: FALL 2016

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☒ Add a New Course (complete parts C, D, F, G, H, I, J)
☐ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J)
☐ Course Number (you must submit a course deactivation request for the old course number)
☐ Course Name
☐ Course Description
☐ Credit/Contact Hours
☐ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

Department: French, Francophone and Italian Studies
Program: Business Language Minor in French.
Courses: French 383
Request: New course.

This new course offers a summer internship in France for students to engage in experiential learning with practical application and skills development in a French professional setting. Students minoring or majoring in one of the French programs get the opportunity to gain valuable applied experience and connections in professional fields. This course is directly associated with French 381 “Professional Business Practices in French” during which students prepare for a successful practical experience. The Business Language Minor in French program is being remodeled towards practical learning and its purpose is to impart cultural understanding of professional practices in a Francophone environment; French 383 will reinforce this program-level outcome. While French 381 is a pre-requisite to apply to French 383, French 383 is not mandatory for obtaining the Business Language Minor in French.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on your own programs and courses as well other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

None.

This form was last updated on 12/13/13 and replaces all others.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

F. NEW COURSE INFORMATION. If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use boldface for the information that is changing.

Department: FFIS    School: LCWA Subject Acronym: FREN    Course Number: 383

Credit hours: 3 hours _X_ lecture __ lab __ seminar __ independent study
Contact hours: 0 hours _X_ lecture __ lab __ seminar __ independent study

Course title: **Summer Internship in a French Workplace**

Course description (maximum 50 words, exactly as it appears in the catalog):

**Students earn academic credit while gaining practical internship experience with French-based firms and organizations. Supervised students work in a professional environment, they identify potential interests and network as they develop a resume. They become more marketable for future employment or graduate school and make the connection between classroom theory and real-world application.**

Restrictions (pre-requisites, co-requisites, majors only, etc.): as described in the minor requirements.

Prerequisites: FREN 381.

If this is a newly-created course, is it intended to be the equivalent of an existing course? □ yes  ❌ no
If so, which course? ________________

If equivalent, will the newly-created course replace the existing course? □ yes  ❌ no

Note: If yes, you must deactivate that course by submitting an additional Course Form.

Cross-listing, if any (submit approval from relevant department): ________________

Note: Cross-listed courses are equivalent.

Is this course repeatable? □ yes  ❌ no  If yes, how many total credit hours may the student earn? ___

Is there an activity, lab, or other fee associated with this course? □ yes  ❌ no  What is the fee? $____

Note: The Senate cannot approve new fees; Business Affairs will submit any such request to the Board of Trustees. The course can still be created, but the fee will not be attached until the Board has approved it.

G. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

None
H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>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 course?</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>Students will make a logical connection between business models and their projects. They will acquire the ability to explain the rationale of their choices in depth.</td>
<td>Students will send weekly job notes including a summary of their job responsibilities, along with a self-evaluation. They provide an analysis of several aspects of their internship and/or your supervising company</td>
</tr>
<tr>
<td>Students will gain understanding of cultural and societal context. They will connect an adapt strategy to French marketing practices.</td>
<td>Students will produce three reports in which they will apply SWOT analysis.</td>
</tr>
</tbody>
</table>

How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

Business Language Minor in French
The mandatory courses Fren380 and 381, explores professional practices. Fren380 presents the market and defines economic behaviors. French381 reaches the student by setting up a project that aims directly to his professional project. These two courses, prepare students with actual applications, behaviors and thought in a French-speaking professional environment while connecting the student Major with a foreign language. French 383, Summer Internship in a French Workplace, provides them a full professional experience.

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration?  

☐ yes  □ no

If yes, please attach a Change Minor and/or Change Major/Program Form as appropriate.

J. CHECKLIST.

☐ I have completed all relevant parts of the form.

☐ I have attached a cover letter that describes my request and lists all the documents I am submitting.

☐ (For new courses only) I have attached a syllabus.

☐ (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

☐ (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.

☐ I have submitted one Signature Form that lists all of the different forms I am submitting.

This form was last updated on 12/13/13 and replaces all others.
College of Charleston  
Department of French, Francophone and Italian  

FREN 383  
Summer Internship in a French Workplace  
Summer 2017

Instructor: Juliette Bourdier  
Email: Bourdier@cofc.edu

Course description:  
The internship is a three-credit course under the guidance of an on-site faculty member. It allows students to gain insight into the workings of professional work environments in a French workspace. Students combine practical work experience with academic analysis. They will have a supervisor in the host organization but their learning experience depends very much on taking initiative and having a positive attitude. Students will need to display maturity, independence and self-motivation.

Pre-requisite: FREN 381.

Objective:  
This summer internship in France allows students to engage in experiential learning with practical application and skills development in a French professional setting. Students programs get the opportunity to gain valuable applied experience and connections in professional fields. This course is directly associated with French 381 “Professional Business Practices in French” during which students prepare for a successful practical experience. Since students will be living in France, they will be immersed in French language and culture. The assignments will serve as a framework to organize thoughts and stimulate careful evaluation.

Course assignments:  
- The internship is an 8-week program.

- Students will post weekly job notes on our forum.

- Assignment 1 (Objectives) (400-600 words). The purpose of this assignment is to prepare you for your internship and engage with your supervisor. It aims to get you thinking about your goals and to assess your success in achieving them at the end of the placement. It requires you to reflect upon your entire internship experience from start to finish and to understand that what is important is the totality of this unique experience. The assignment has four sections:
  - Reflect on what it is that you want to get out of the internship. This requires thought and self-reflection. Objectives can range from investigating how the professional field operates differently from or similarly to the same professional field at home, from building computer skills to improving social skills, from improving networking skills to team building skills, from
shadowing a professional in your chosen field to dealing with clients, and from confirming a career choice to trying out something new career wise.

- Identify strategies for achieving these goals. Again, this requires thought and initiative. While you will have a supervisor in the host organization, your learning experience depends very much on your own initiative and positive attitude. You will need to display maturity, independence and self-motivation.
- Re-visit your goals and strategies after your internship is finished and to critically reflect on your experience in achieving your goals.
- Identify and describe the transferrable skills and knowledge—both professional and academic—that you have acquired or improved on during your internship.

- **Assignment 2 (Study) (400-600 words).** You are required to write a paper on the professional field in which you are placed. You should use this exercise as a way to explore the professional field or to focus on a specific interest developed from your internship experience. You should talk to your supervisor about this paper—s/he may point you towards resources that may help you explore the field in greater detail. In consultation with your supervisor, you could use down-time in your placement to conduct research for your paper using the resources that are available at your workplace, including interviews with key personnel. The paper may:
  - Chart the evolution of or challenges faced by your host organization and/or its professional field
  - Compare your host organization and/or professional field to international comparators
  - Examine a topic that you were unfamiliar with before starting your placement

As most of your time is spent in the workplace, much of your research materials may be in-house. However, you should back up workplace-based materials with academic sources such as books, professional journals and periodicals. Interviews with your colleagues are also acceptable forms of research. It is imperative that you respect workplace/client confidentiality. Be sure to footnote and properly cite all sources, including interviews; a bibliography is also required. Topics for your paper will be discussed during the Internship.

- **Assignment 3 (SWOT Analysis) (500-600 words)** This assignment should:
  - Summarize the main work done by you at the host organization during your internship.
  - Compare the French workplace to its American counterpart, based on your experience or work in the field or at the university, e.g. differences in work practices, work ethic, etiquette, protocols, hierarchy, etc.
  - Outline and discuss your strengths and weaknesses and how this internship helped you to understand, improve or open your understanding of professional workspace and cultural difference. What opportunities and threats face the organization?

All writing assignments are to be posted online on our secured forum www.Passezmoiunr.ning.com by midnight the day before class.

This form was last updated on 12/13/13 and replaces all others.
• **Presentation:** Students will be required to perform an oral presentation (3-4mn) related to their internship after they come back to Charleston.

**Grading Details:**
Grades on individual assignments reflect the quality of your work in terms of how it meets the respective goals for each project. Your final grade will be calculated to the following formula.

| Attendance at your internship place (40 days) | 360  |
| Internship supervisor evaluation            | 120  |
| Weekly note (8)                             | 80   |
| 3 Essays                                    | 240  |
| Presentation                                | 80   |
| 4 Meetings with on-site faculty             | 120  |
|                                              | 1000 |

| A     | 93 |
| A-    | 90 |
| B+    | 88 |
| B     | 83 |
| B-    | 80 |
| C+    | 78 |
| C     | 73 |
| C-    | 70 |
| D+    | 68 |
| D     | 66 |
| D-    | 64 |

**Course policies and Procedures**
Attendance at internships is mandatory and is monitored. Unexcused absences from the internship will result in a lower grade, and if persistent, failure of the course. Non-submission of the required written work results in an automatic Fail. Students must meet a number of academic requirements to successfully complete the course.

**Code of Honor:**
All students are expected to adhere to the Honor Code of the College of Charleston. Violations can include cheating on exams, plagiarism, improper use of the Internet and electronic devices, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty, and unfair competition. Please visit: [http://studentaffairs.cofc.edu/honor-system/](http://studentaffairs.cofc.edu/honor-system/) Ignorance of these rules is not an excuse.
FACULTY CURRICULUM COMMITTEE
MINOR FORM

Instructions:
- Please fill out all of the portions of the form that are specified in section B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, please start by checking the detailed instructions on the website. Please feel free to contact the committee chair with any remaining questions you might have.

A. CONTACT INFORMATION.

Name: JULIETTE BOURDIER Phone: 843-953.6529 Email: Bourdier@cofc.edu
School: LCWA Department or Program: FFIS
Name and Acronym of Minor: Business Language Minor in French -BLMF- B L F R-

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Minor (complete all portions)
☐ Change an Existing Minor (complete C, D, E, G, H, and I)
  ☐ Add existing course or courses to requirements or electives
  ☒ Add new course(s) to requirements or electives (attach completed course form for each)
  ☐ Delete courses from requirements or electives

☐ Terminate a Minor (complete E, G, H, and I)

C. GENERAL INFORMATION.

Number of Current Credit Hours (for existing minors): _18_
Number of Proposed Credit Hours (for new or changing minors): 18

Catalog year in which changes will take effect: FALL 2016

☐ Interdisciplinary (please see guidelines on the Curriculum Committee website and include acknowledgments from relevant departments)

According to academic policy, students may not obtain a major/concentration and minor in the same subject.
Will students in specific majors be prohibited from declaring this minor because of this policy? Yes
Which major(s) or concentration(s)? FFIS ?

D. CURRICULUM. For a changed minor, please list every change you are making below AND attach the current catalog entry for this minor (from the Minor Requirements section) with changes marked in RED. Additions should show where the course will be inserted, deletions should be noted by crossing out the course, and moves indicated with arrows. Distinguish between required and elective courses, and note any prerequisites, co-requisites, sequencing, or other restrictions. For each new course, submit the Curriculum Committee’s Course Form and a sample syllabus. For a new program, please submit the complete curriculum and catalog description exactly as they should appear in the catalog.

This form was last updated on 4/6/2013 and replaces all others.
CHANGES
FREN 380 & 381  Change title and description
FREN 382  Deactivated
FREN 383  New course (Summer Internship program)

ADD NEW COURSES TO ELECTIVES
FREN 383 Summer Internship in a French Workplace

ADD EXISTING COURSE TO ELECTIVE
FREN 342 Advanced French Grammar
FREN 363 Advance French Culture (to line up with FFS minor – this counts along with 321 and 327)

CURRENT CURRICULUM
Business Language Minor in French
Credit hours: 18 (above 202)
Minor requirements
Required Courses:
FREN 313 French Composition and Grammar
FREN 314 French Conversation and Composition
FREN 380 Le Concept de Marketing
FREN 381 French for World Business 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

REQUESTED CURRICULUM
Business Language Minor in French
Credit hours: 18 (above 202)
Minor requirements
REQUIRED COURSES:
FREN 313 French Composition and Grammar
FREN 314 French Conversation and Composition
FREN 380 Marketing, Strategies & Communication in the French Workplace
FREN 381 Professional Business Practices in French
Two courses selected from the following:
FREN 320 Survey of Francophone Literature
FREN 326 Survey of Francophone Civilization
FREN 321 Survey of French Literature
FREN 327 Survey of French Civilization
FREN 342 Advanced French Grammar
FREN 363 Advanced French Culture
FREN 383 Summer Internship in a French Workplace

This form was last updated on 4/6/2013 and replaces all others.
CURRENT CATALOG DESCRIPTION
FREN 380 Le Concept De Marketing (3)
This course develops an appreciation for the complexities of establishing and implementing marketing strategies in both domestic and international economies. Areas of study include consumer and industrial behavior, marketing research, products/services, channels of distribution, packaging, positioning, pricing and promotions. The course highlights the basic differences in the American and French outlooks of marketing. The course is offered in French.

FREN 381 French for World Business I (3)
An introduction to the practical vocabulary and syntax used in normal French business transactions. Topics include role of government in French economy, opening and operating bank accounts, making business contacts, business travels, making and canceling reservations, business correspondence, business etiquettes, etc. Through case studies and other activities, cultural components of international business as well as oral skills adapted to international business practices will be emphasized.

FREN 382 French for World Business II (3)
Development of vocabulary and expressions related to international business practices, focusing on business and economic climates and trends with specific goals of developing reading comprehension, cultural understanding, and ability to analyze economic and political discourse. Topics, including structure of French business, sales, advertising, negotiation, banking, imports and exports, will reinforce oral and written communication.

REQUESTED CATALOG DESCRIPTION
FREN 380 Marketing, Strategies & Communication in the French Workplace (3)
Students study commercial communication and business strategies. They analyze consumer psychology, mentality and behaviors, and explore sustainable marketing practices in a French professional environment. Students design projects around the full cycle of a product from inception to recycling and manage a promotional plan within a French frame of reference.

FREN 381 Professional Business Practices in French (3)
Students prepare for the business environment in the French-speaking world. They learn about the job search, how to write a resume, a cover letter, and how to conduct themselves during interviews or negotiations. They explore cultural differences, understand rules for international business, and prepare to become global business professionals.

FREN 383 Summer Internship in a French Workplace (3)
Students earn academic credit while gaining practical internship experience with French-based firms and organizations. Supervised students work in a professional environment, they identify potential interests and network as they develop a resume. They become more marketable for future employment or graduate school and make the connection between classroom theory and real-world application.

This form was last updated on 4/6/2013 and replaces all others.
E. RATIONALE AND EXPLANATION. Please provide a narrative addressing the request you are making and why you are making it. In addition, for a new minor, please address its objectives, provide evidence of student interest (e.g. interviews with student focus groups, enrollment in special-topics courses in this area), and explain how the minor supports the liberal arts tradition as well as the mission of the institution.

The purpose for these changes is to improve the coherence of our Business Language in French program and to attract a new population of students who are building a customized curriculum by combining a specialty and French, so that they can use them in a professional environment.

F. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

G. IMPACT ON EXISTING PROGRAMS AND COURSES. Please describe the impact of this request on other programs and courses. If you are deleting a minor, please identify all programs that will be affected. If you are adding or changing a minor, please explain any overlap with existing programs at the College.

None

H. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

None

I. CHECKLIST.

☑ I have completed all relevant parts of the form.

☑ I have attached a cover letter that describes my request and lists all the documents I am submitting.

☑ I have attached a Course Form for each newly-created or modified course.

☐ (For proposals that affect other departments in any way) I have attached an acknowledgement from the relevant department.

☑ I have provided the complete curriculum for the minor, including the description and course list, exactly as it should appear in the catalog.

☑ I have submitted one Signature Form that lists all of the different forms I am submitting.