

# **MANAGER COURSES**

**Monday to Friday 9:00 → 12:15 (15 mn pause)**

**Tuesday to Friday 14:00 → 16:00**

- PUBLIC :** ✓ Corporate heads, managers, executives, import / export technicians, business students aiming at executive positions
- OBJECTIVES :**
- ✓ Improving skills in written and oral comprehension and acquiring greater confidence in expression
  - ✓ Being able to confront professional (or professionally related) situations within a French speaking environment
  - ✓ Getting acquainted with or learning more about the French business world.
- LEVEL :** Intermediate to Advanced
- PROGRAM :  
MORNING**
- ✓ Linguistic progression adapted to each group :
    - ⇒ Grammar program according to the level of each group
    - ⇒ Work on oral comprehension and expression
    - ⇒ Work on written comprehension and expression
- PROGRAM :  
AFTERNOON**
- ✓ Study of themes closely related to the business world ((the French corporate system, tax policies, the telephone skills, ...))
- METHODOLOGY :** *Our teaching method is interactive ; the student always has an active leading role which is essential in learning a language. Afternoon class will be taught mostly as a seminar*
- ✓ Use of various teaching aids adapted to the groups' needs :
    - Handbooks and methods specially designed for the teaching of Business French.
  - ✓ Simulated situations / daily life and professional life situations (actual encounters)
  - ✓ Didactic activities
  - ✓ Use of the video and the camcorder to improve oral skills :
    - Audio and audio-visual documents
    - Authentic written documents
- ORGANIZATION :**
- ✓ 4 persons in a group (maximum)
  - ✓ Time : 23 hours a week ⇒ 30 lessons

## **- MANAGER COURSE PROGRAM -**

### **Morning**

**Monday to Friday**  
**9:00 am → 12:15 pm**

*Our teaching will help you develop linguistic automatism, acquire communicative functions and fundamentals of French grammar in order to really improve your skills in expression and comprehension*

<b>Type of work</b>	<b>Objectives</b>	<b>Content</b>	<b>Material</b>
<b>Oral expression</b>	<ul style="list-style-type: none"> <li>♦ Encouraging speaking</li> <li>♦ Being able to use structures, tenses and other grammatical points more and more spontaneously</li> <li>♦ Correcting pronunciation</li> <li>♦ Developing communicative functions (asking for information, accepting, declining, thanking, ...)</li> <li>♦ Distinguishing among various language registers</li> </ul>	<ul style="list-style-type: none"> <li>♦ Simulation : role plays, real situations within the firm or in daily life</li> <li>♦ The phone conversation</li> <li>♦ Phonetic exercises</li> <li>♦ Grammar exercises</li> </ul>	<ul style="list-style-type: none"> <li>♦ use of the camcorder (video), excellent tool in order to improve communication skills</li> <li>♦ tape recorder : auto recording + correction</li> </ul>
<b>Auditory comprehension</b>	<ul style="list-style-type: none"> <li>♦ Improving rhythm and the French language tonality</li> <li>♦ Managing to identify messages coming from different sources :               <ul style="list-style-type: none"> <li>- speaking face to face with someone</li> <li>- telephone conversations</li> <li>- audio and video documents</li> <li>- selective listening exercises</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>♦ Restructuration and synthesis of various information</li> <li>♦ Taking notes in order to reconstitute a message</li> <li>♦ Dialogues concerning professional situations</li> </ul>	<ul style="list-style-type: none"> <li>♦ Taped documents (audio)</li> <li>♦ Video documents + cassettes</li> <li>♦ Handbooks on spoken French</li> <li>♦ Handbooks + tapes on French for business</li> </ul>
<b>Writing expression</b>	<ul style="list-style-type: none"> <li>♦ Being able to take down notes concerning everyday life or life at work</li> <li>♦ Being able to refine expression of ideas creating more and more complex sentences</li> <li>♦ Improving spelling</li> </ul>	<ul style="list-style-type: none"> <li>♦ Writing notes, fax, telex</li> <li>♦ Producing written reports based on case studies</li> </ul>	<ul style="list-style-type: none"> <li>♦ Case studies</li> <li>♦ French for business handbooks</li> </ul>
<b>Writing comprehension</b>	<ul style="list-style-type: none"> <li>♦ Being able to understand more and more complex messages</li> </ul>	<ul style="list-style-type: none"> <li>♦ Selective reading in order to fill out a questionnaire</li> <li>♦ Summaries and reproduction of information</li> <li>♦ Understanding a professional situation (case study)</li> </ul>	<ul style="list-style-type: none"> <li>♦ Authentic documents</li> <li>♦ Articles from the press, advertisements, documents from firms</li> <li>♦ French for business handbooks</li> </ul>

*Nota : Flexibility is essential for these courses. The small number of students (4 maximum) allows the teacher to take into account the needs and exceptions of each one of them. The teacher will determine with his students a program in which they could explore one specific point mentioned above.*

# - **MANAGER COURSE PROGRAM** -

*Afternoon*

*Monday to Friday  
1:45 pm → 3:45 pm*

*Afternoon class is a course with options. Students will determine the program with their teacher. They may select, for example, some of the following subjects :*

THEMES AND COMMUNICATION SKILLS TO BE DEVELOPPED	OBJECTIVES	CONTENT
<i>Business and professional correspondence</i>	<ul style="list-style-type: none"> <li>◆ Mastering written communication in the business world</li> </ul>	<ul style="list-style-type: none"> <li>◆ Writing various type of documents</li> <li>◆ Mail presentation</li> <li>◆ Technics in written expression</li> </ul>
<i>Use of the telephone</i>	<ul style="list-style-type: none"> <li>◆ Acquiring linguistic automatism for a more efficient use of the telephone</li> <li>◆ Managing in different business situations</li> </ul>	<ul style="list-style-type: none"> <li>◆ Vocabulary</li> <li>◆ Standard phrases, sentences</li> <li>◆ Simulations - case studies - role plays</li> <li>◆ Exercices in auditory comprehension</li> </ul>
<i>Job applications and job offers</i>	<ul style="list-style-type: none"> <li>◆ Learning about the presentation of job adverts</li> <li>◆ Learning how to apply for a job</li> </ul>	<ul style="list-style-type: none"> <li>◆ Job offer analysis</li> <li>◆ Presentation and drawing up of resumes</li> <li>◆ Job application letters</li> <li>◆ Standard responses</li> <li>◆ Job interviews</li> </ul>
<i>- Introductions - Invitations</i>	<ul style="list-style-type: none"> <li>◆ Learning appropriate language and behavior in first contact situations</li> <li>◆ Welcoming</li> <li>◆ Inviting</li> </ul>	<ul style="list-style-type: none"> <li>◆ Introducing oneself / introducing one's company / firm</li> <li>◆ Introducing other people</li> <li>◆ Simulations - Role plays</li> </ul>
<i>Business transactions</i>	<ul style="list-style-type: none"> <li>◆ Acquiring the language necessary to do any business in France</li> </ul>	<ul style="list-style-type: none"> <li>◆ Expression of ideas and feelings</li> <li>◆ Proposing / offering / suggesting</li> <li>◆ Expressing doubt / certainty</li> <li>◆ Giving one's opinion : agreeing / disagreeing</li> <li>◆ Winding up an interview / a conversation</li> </ul>
<i>The French Business world : <u>Intercultural aspect</u></i>	<ul style="list-style-type: none"> <li>◆ Better understanding of the French culture / mentality and the resulting behavior within the business world or in relation to time, space social relations, etc ...</li> </ul>	<ul style="list-style-type: none"> <li>◆ Characteristics of French culture</li> <li>◆ Analysis of the French approach to work</li> </ul>
<i>The French Business world : <u>the Legal and Fiscal context</u></i>	<ul style="list-style-type: none"> <li>◆ Learning about the French tax system</li> <li>◆ the French companies</li> <li>◆ Social contributions</li> </ul>	<ul style="list-style-type: none"> <li>◆ Taxes</li> <li>◆ The different sorts of firms</li> <li>◆ New business creation in France</li> </ul>
<i>The French Business world : <u>Labour Law</u></i>	<ul style="list-style-type: none"> <li>◆ Knowing the main aspects of labour laws</li> </ul>	<ul style="list-style-type: none"> <li>◆ Work contracts</li> <li>◆ Leaves</li> <li>◆ The employees : means of expression</li> </ul>

THEMES AND COMMUNICATION SKILLS TO BE DEVELOPPED	OBJECTIVES	CONTENT
<i>Social overview</i>	♦Getting an insight on French society	♦Population ♦Description of French people : age, socio-economic categories, etc ... ♦Social changes in France 1950 - 1975 / the evolution of the French consumer society ♦Immigrants in France ♦Social problems, dangers
<i>French Economy</i>	♦Getting a general idea of the country's economic situation	♦Economic policies in France ♦specific aspects of French Economy ♦Inflation - unemployment - trade balance - balance of payments
<i>France and the European market</i>	♦Understanding the conditions in which France appears in this new economic context	♦France in the Community (historical background) ♦France's assets and advantages ♦The weaknesses in French economy ♦The main partners of France
<i>The South - La Côte d'Azur (the Riviera)</i>	♦Studying the position of the « Midi » (southern part) and more particularly of the « Côte d'Azur » in relation to the French economy and society	♦South / North : historical background ♦Economic dynamism in the South ♦The different sectors of development ♦Sophia Antipolis and technopoles
<i>Study of one specific sector, one field of activity</i>	♦Allowing the student to know about one economic field directly related to his / her business activity	♦Economic sector - field of activity ♦Its importance, its evolution ♦Basic vocabulary