

# Syllabus

## *Descrizione corso*

<b>Titolo insegnamento</b>	Lingua Straniera Francese
<b>Codice insegnamento</b>	30175
<b>Titolo aggiuntivo</b>	
<b>Settore Scientifico-Disciplinare</b>	FRAN-01/B
<b>Lingua</b>	Inglese
<b>Corso di Studio</b>	Corso di laurea in Management del Turismo, dello Sport e degli Eventi
<b>Altri Corsi di Studio (mutuati)</b>	
<b>Docenti</b>	dott.ssa Francesca Franco, Francesca.Franco@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/41357">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/41357</a>
<b>Assistente</b>	
<b>Semestre</b>	Primo semestre
<b>Anno/i di corso</b>	2
<b>CFU</b>	6
<b>Ore didattica frontale</b>	36
<b>Ore di laboratorio</b>	-
<b>Ore di studio individuale</b>	-
<b>Ore di ricevimento previste</b>	18
<b>Sintesi contenuti</b>	<p>The course is offered in French language.</p> <p>“French for travel and tourism – speak with confidence, discover with purpose!”</p> <p>This beginner course builds essential French skills for everyday and professional tourism contexts. Learn to talk about places, people, events, and daily life with confidence.</p> <p>Master basic grammar, useful vocabulary, and polite expressions.</p> <p>Explore the language of the tourism sector in France and related</p>

	<p>work situations. Develop your speaking, reading, and writing for real-life and professional interactions.</p> <p>« Le français du tourisme – parlez avec assurance, découvrez avec passion ! »</p> <p>Ce cours débutant vous donne les bases du français dans un contexte quotidien et touristique. Apprenez à décrire des lieux, des personnes, des événements et votre quotidien. Maîtrisez les structures grammaticales de base et les expressions utiles. Découvrez le vocabulaire du secteur touristique et les situations professionnelles typiques. Améliorez votre expression orale, écrite et votre compréhension du français authentique.</p>
<b>Argomenti dell'insegnamento</b>	<p>Vocabulary Topics:</p> <p>Places; Events ;Media; Work,Current affairs; Arts; Daily Life; Sport etc.</p> <p>Grammar Topics:</p> <p>Auxiliary verbs (to be/to have) ; Genders (masculine/feminine) ; Definite and indefinite articles ; Plural form ; Possessive adjectives (my, your, his/her...) ; Regular verbs at present tense (-er verbs) Plural of nouns "on" pronoun ; Negation • Prepositions of location (in, on, next to, in front of...) ; Use « Quel », « Est-ce que » and « Qu'est-ce que » in a question ; Demonstrative adjectives (this, that) Partitive articles • Answering a negative question ; Futur Proche (future tense)Gallicisms ; Reflexive verbs (se lever...) ; Imperative Form Passé Composé (past tense) ; Présent Continu (Present continuous) ; Direct pronouns ; Time markers ect; Future, Conditional, Subjunctive, Hypothesis.</p> <p>Speaking Topics: Introducing sb; Talk about the world around you; Describe sb or sth; Describe a person - Physique, Character; Health issues; Talk about the future: explain future plans and possibilities; Expressions of place: give directions, locate a place / an object / a person; Describe a person, his neighborhood, a monument, a place, common animals, common objects, and lifestyle ect</p> <p>Sociocultural knowledge:</p> <p>Everyday expressions to express politeness; Conditional present to be polite or to make a suggestion (We could + infinitive);</p>

	Welcoming sb: greetings; Asking for news, reaction to the response; How to write a personal message, different models of business-related messages, and administrative message; How to get into a conversation, start talking, call out somebody, and take leave, etc.
<b>Parole chiave</b>	Professional French course
<b>Prerequisiti</b>	it is absolutely desirable to have at least an A1 level of French, as it represents a starting point for those starting from scratch, allowing them to understand and use very simple everyday expressions for concrete needs and to introduce themselves and ask questions about themselves, interacting simply with slow and clear interlocutors.
<b>Insegnamenti propedeutici</b>	
<b>Modalità di insegnamento</b>	Frontal lectures, exercises, simulations, conversation starting from the reading of specific materials (newspaper articles, leaflets, timetables, presentations of touristic sites, etc.)
<b>Obbligo di frequenza</b>	-
<b>Obiettivi formativi specifici e risultati di apprendimento attesi</b>	<p>Knowledge and understanding</p> <p>specialised texts relating to the economics and management of tourism, sports and events businesses;</p> <p>advanced and specialised vocabulary to be used in both text writing and academic conversation;</p> <p>how to make effective professional presentations</p> <p>fundamentals of intercultural rhetoric</p> <p>how to develop a cover letter and curriculum vitae</p> <p>how to prepare for an effective job interview.</p> <p>For French and Spanish, the macro-area aims to provide knowledge and comprehension skills with particular reference to basic grammatical structures</p> <p>basic vocabulary related to everyday life</p> <p>basic vocabulary relating to tourism, sport and events</p> <p>Guidelines for the development of a covering letter and curriculum vitae.</p> <p>Ability to apply knowledge and understanding</p> <p>understand cultural diversity in both oral and non-oral communication</p> <p>communicate in written form effectively in normal business</p>

	<p>activities in consideration of different cultural aspects</p> <p>express complex concepts and events accurately using terms specific to tourism, sport and events</p> <p>understand and use both academic and popular publications and information sources</p> <p>communicate professionally and present to peers or the public</p> <p>interpret and report on scientific texts</p> <p>write academic texts</p> <p>For French and Spanish, the macro-area aims to provide the ability to apply knowledge and understanding in the following aspects</p> <p>reading, writing and communicating in the reference language</p> <p>understand fundamental elements of the reference culture through a linguistic approach</p> <p>use specialist vocabulary in the field of tourism, sport and events</p> <p>prepare simple professional presentations.</p> <p>Communication skills</p> <p>Graduates of this degree course will develop excellent communication skills in at least three languages, and have basic knowledge of a fourth language.</p> <p>The achievement of this objective will be assessed by means of written examinations, individual and group assignments as well as the final dissertation.</p>
<b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b>	
<b>Modalità di esame</b>	<p>Assessment    Final Examination</p> <p>WRITTEN TEST (2 hours - 30 points)</p> <p>The written exam includes a Listening comprehension, a Reading comprehension and and a Text composition..</p> <p>Writing skills in business/economic/sport contexts (various typologies: press release, shareholder newsletter, dialogue simulation, interview or another interaction type); the startpoint is provided by a newspaper article. No dictionaries allowed.</p>

	<p>ORAL TEST (20 minutes - 30 points)</p> <p>The oral section includes a presentation of touristic activities and fields (i.e. the management of a touristic activity, advertising campaigns, marketing actions, etc.)..</p> <p>A discussion on topics presented during the classroom course, students' presentations and dossier of texts presented during the course and available on reserve collection .</p> <p>The same assessment is valid also for non-attending students.</p> <p>Assessment language    French</p> <p>Evaluation criteria and criteria for awarding marks    Written examination is given a grade on a 30 points scale: congruence to the writing directions (10 points), use of data of the proposed text (5 points), correctness and adequacy of language (15 points). Students must pass the written examination (minimum grade 18/30) to be admitted to the oral examination. Oral examination is given a grade on a 30 points scale. The final grade is the average of the results obtained in the written and oral examinations.</p> <p>For the admission to the oral section, it is compulsory to obtain a positive result in the written part.</p> <p>To pass the complete exam, the student must obtain a positive mark in both the sections.</p> <p>Written section:</p> <p>Listening comprehension: 10 points</p> <p>Reading comprehension: 10 points</p> <p>Text composition: 10 points</p> <p>Oral section: 30 points</p> <p>During the oral evaluation, the student must prove a good pronunciation, the use of a specific vocabulary and a good fluency in the language.</p>
<b>Criteri di valutazione</b>	<p>Assessment    Final Examination</p> <p>WRITTEN TEST (2 hours - 30 points)</p>

	<p>The written exam includes a Listening comprehension, a Reading comprehension and a Text composition..</p> <p>Writing skills in business/economic/sport contexts (various typologies: press release, shareholder newsletter, dialogue simulation, interview or another interaction type); the startpoint is provided by a newspaper article. No dictionaries allowed.</p> <p>ORAL TEST (20 minutes - 30 points)</p> <p>The oral section includes a presentation of touristic activities and fields (i.e. the management of a touristic activity, advertising campaigns, marketing actions, etc.)..</p> <p>A discussion on topics presented during the classroom course, students' presentations and dossier of texts presented during the course and available on reserve collection .</p> <p>The same assessment is valid also for non-attending students.</p> <p>Assessment language    French</p> <p>Evaluation criteria and criteria for awarding marks    Written examination is given a grade on a 30 points scale: congruence to the writing directions (10 points), use of data of the proposed text (5 points), correctness and adequacy of language (15 points). Students must pass the written examination (minimum grade 18/30) to be admitted to the oral examination. Oral examination is given a grade on a 30 points scale. The final grade is the average of the results obtained in the written and oral examinations.</p> <p>For the admission to the oral section, it is compulsory to obtain a positive result in the written part.</p> <p>To pass the complete exam, the student must obtain a positive mark in both the sections.</p> <p>Written section:</p> <p>Listening comprehension: 10 points</p> <p>Reading comprehension: 10 points</p> <p>Text composition: 10 points</p> <p>Oral section: 30 points</p>
--	--

	<p>During the oral evaluation, the student must prove a good pronunciation, the use of a specific vocabulary and a good fluency in the language.</p> <p>Final Examination</p> <p>WRITTEN TEST (2 hours - 30 points)</p> <p>The written exam includes a Listening comprehension, a Reading comprehension and a Text composition..</p> <p>Writing skills in business/economic/sport contexts (various typologies: press release, shareholder newsletter, dialogue simulation, interview or another interaction type); the startpoint is provided by a newspaper article. No dictionaries allowed.</p> <p>ORAL TEST (20 minutes - 30 points)</p>
<b>Bibliografia obbligatoria</b>	<p>Objectif Express 1 ; Le monde professionnel en français, de Anne - Lyse Dubois Sara Kaddani. Niveau A1/A2</p> <p>Édition Hachette</p>
<b>Bibliografia facoltativa</b>	<p>Grammaire progressive du français - niveau intermédiaire 3ème édition – CLE INTERNATIONAL</p> <p>ISBN : 978-2-09-038124-5</p>
<b>Altre informazioni</b>	
<b>Obiettivi di Sviluppo Sostenibile (SDGs)</b>	Istruzione di qualità