

Course Name:	Foundation Business French 2
Course Code:	BTT2233
Course Level:	2
Credit Units:	3
Contact Hours	45

Course description

The course is to enable students to communicate in simple and routine tasks requiring a simple and direct exchange of information with tourists, travellers, market travel and tourism businesses at local, regional and international level and become operational individuals responsible in Travel and tourism Business

Course Objectives

- To provide students with improved communication skills acquired at the foundation1.
- To equip students with the necessary skills to effectively manage tourism and travel at local, regional and international level.

Learning Outcomes

Upon successful completion of this course, the student will be able to:

- Hold short conversations in simple French.
- Receive and serve customers using basic everyday expressions.
- Acquire the basic language skills (Reading, writing, listening and speaking)

Course Content

Topic	Sub topic	Hours
Talking about tour operations	<ul style="list-style-type: none"> ▪ Listing /identifying possible tour operators in the country ▪ Explaining the roles and duties of tour companies ▪ Establishing customer profiles ▪ Building and pricing air itineraries ▪ Generating automated airline tickets and boarding passes ▪ Booking hotel accommodation and car rentals 	12 hrs
Making effective communication	<ul style="list-style-type: none"> <input type="checkbox"/> Use of telephone conversation <input type="checkbox"/> Use of telex and fax <input type="checkbox"/> Use of internet, e-mail, chatting <input type="checkbox"/> Designing brochures about tour companies <input type="checkbox"/> Giving written information, advice about services/ activities/products of travel agencies 	12 hrs

Giving information about travel arrangements	<ul style="list-style-type: none"> ▪ Quotation of correct airfare ▪ Advising customers on how to fill the international travel document ▪ Answering customers' queries about the travel arrangements ▪ Explaining conditions of bookings products ▪ Giving advice on how to settle bills and to 	11 hrs
Customer care in tourism industry	<ul style="list-style-type: none"> • Responding to all customer requests • Handling customer complaints • Giving feedback to customers 	10 hrs
Nb. The relevant vocabulary grammar/linguistics, phonetics/pronunciations, social linguistics shall be handled within the topics where they are required		

Mode of delivery

- Lecture
- Class Presentations
- Group discussions,
- Case Studies
- MUBSEP

Mode of Assessment

Course work will carry	30%
Final Written examination	70%
Total	100%

Reading list

- Corbeau, S., Dubois, C., Penfrnis, J-L., Semichon, (2007), tourisme.com, CLE
- Pommier, E., Ripaud, D., Rabin, M (2019) Agir Coopérer Apprendre l'Atelier Methode de Français A1, Les Editions Didier
- Lombardini,A., Marty,R., Mous,N., (2009) Vocabulaire progressif https://www.lefrancaisdesaffaires.fr/wpcontent/uploads/2016/05/Fiche_tourisme_001_presentation.pdf
- Bougard, M-T (2003) French Experience 1 Cds 1-4 New Edition Audio CD – Audiobook,