



REPUBLIC OF ALBANIA
UNIVERSITY OF TIRANA
FACULTY OF FOREIGN LANGUAGES
DEPARTMENT OF FRENCH LANGUAGE



COURSE SYLLABUS
FRENCH LANGUAGE FOR BUSINESS AND TOURISM

Workload: 4 ECTS credits; 20 lecture hours and 20 seminar hours

Academic year/semester: Year III / Semester I

Course type: Compulsory course

Study programme: Bachelor in French Language and Albanian Sign Language

Code of Ethics: University of Tirana Code of Ethics (Articles 4, 6, 7, 9)

SUMMARY AND LEARNING OUTCOMES

General objective:

This course aims to develop students' communicative, linguistic, and professional competences in French in the fields of business and tourism, enabling them to communicate effectively in written and oral form in real professional situations.

Specific objectives:

- To develop professional communication skills in French in the fields of business and tourism
- To train students in the use of techniques of argumentation, negotiation, and promotion of products and services
- To improve the ability to analyze economic, professional, and tourism-related texts in French

Expected learning outcomes:

By the end of the course, the student will be able to:

- Communicate orally and in writing in professional situations in the fields of business and tourism
- Present, promote, and sell products or services in French
- Analyze and interpret economic, professional, and tourism-related texts
- Welcome, inform, and guide French-speaking clients
- Use communication and negotiation strategies in professional contexts