## STUDENT LEARNING OUTCOMES (SLOs)

### Business Language in French Minor – School of Languages, Cultures and World Affairs (LCWA)

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| **SLO1. Practicing Theory through Simulation:** Students are able to understand a level of French for professional purposes and the functioning of a French Company at the B2 Pro level (Common European Framework of Reference for Languages). This is a revised SLO, based on Assessment data from 2015 - 2018. | **Measure 1.1:** Marketing Project: Students are able to apply the models and practices of sustainable marketing on a real life project. They chose a product, a market, modes of production, set up a plan of communication, design a budget and schedule a full campaign from a product's conceptualization to its recycling.  
**Performance Target:** 80% of students will receive a rating of "meets expectations" on the attached rubric.  
**Measure 1.2:** French for professional purpose: Students validate their knowledge by taking an exam at the level of B2 Pro designed by the French Minister of Education for candidates seeking initial employment opportunities within a French work environment through 4 authentic documents (video, podcast, administrative document and News article).  
**Performance Target:** 70% of students will receive a rating of "meets expectations" on the attached rubric. |
| **SLO2. Application of Models and Concepts in authentic situations:** Students understand the specificity of the French professional environment and the inherent cultural differences between American and French rules of behavior. They are able to adapt without judgment and to prepare for a successful experience abroad. Therefore, students are able to apply models and concepts of French business practices. This is a revised SLO, based on assessment data from 2015-2018. | **Measure 2.1:** Case study. Students use disciplinary social science concepts to explain case studies about French behavior at work, during elections, strikes, holidays, or any other political, sociological or professional real situation of their choice.  
**Performance Target:** 75% of students will receive a "meets expectations" on the attached rubric.  
**Measure 2.2:** Job search. Students initiate a job search, identify the job requirements, adapt their strategy to build a full candidacy file (resume, letter of recommendations, letterheads...) and correspond with businesses to apply for a job or internship.  
**Performance Target:** 80% of students will receive a "meets expectations" on the attached rubric. |
| **SLO3. Advancing their Professional Development:** Students demonstrate appropriate business practices, they can market themselves, address their audience adequately and reach the professional world in writing through and in speaking. This is a revised SLO, based on Assessment data from 2015-2018. | **Measure 3.1:** Portfolio The student creates a portfolio that conforms to French business practices and is used to apply for a job, an internship or a graduate school in France. They produce an organized portfolio on file and an attractive online blog that they populate with documents relevant to their field of career.  
**Performance Target:** 80% of students will receive a rating of "meets expectations" on the portfolio according to the attached rubric.  
**Measure 3.2:** Students participate in an actual interview for a job, internship or a graduate school in France. The interview is either a mock interview in class, conducted by local French business people, or a real interview with a business in France conducted via the telephone or Skype.  
**Performance Target:** 80% of students will receive a rating of "meets expectations" on the attached rubric. |