

# BUSINESS FRENCH, MINOR

Develop global perspectives sought by companies, educational institutions and NGOs in the US, France and other French-speaking countries (Canada, Haiti, Belgium, Congo, etc.), and explore our many study abroad (<http://uwm.edu/cie/study-abroad>) opportunities. Students who enter UWM with advanced French can earn both a bachelor's and master's in 5 years to become a translator/interpreter.

Fluency in French can provide a career advantage in all types of professions including business, medicine, law, the arts, politics, government work, and more. The country of France is a leader in science and high-tech, architecture, fashion, and cuisine, making French fluency valuable in these industries as well.

At UWM, language students receive an education in not just language fluency but also in the culture surrounding that language. Context matters in communication, and we believe it is important for students to understand the history, literature, and customs of native speakers of French in order to successfully apply their fluency.

Student with no previous experience in French will start in the introductory French language class; those who have studied French in high school should take the placement exam to determine if they can start at a higher level. Students who place in a higher-level course who subsequently complete that course with a "B" or better may receive retroactive credits for the courses that were skipped.

## Requirements

The business French minor consists of a minimum of 18 credits taken in one of two tracks. The curriculum includes courses in business administration for non-business students and courses in the practical and professional use of the French language as well as understanding of Francophone culture for business students. Students must complete at least 9 upper-division (numbered 300 and above) credits in the minor in residence at UWM. The College requires that students attain at least a 2.0 GPA on all credits in the minor attempted at UWM. In addition, students must attain a 2.0 GPA on all minor credits attempted, including any transfer work.

Substitutions for some course requirements are possible and may include internships with firms doing business in French-speaking countries (including Canada). Students also have the option of completing a Certificate in Business French offered by the Paris Chamber of Commerce. For further information, consult the French Program Coordinator.

## Non-Business Student Track

Code	Title	Credits
BUS ADM 330	Organizations	3
FRENCH 311	French for International Business/ Professional Communication: Oral Emphasis	3
FRENCH 361	French for International Business/ Professional Communication: Writing Focus	3
BUS ADM 201 or BUS ADM 360	Introduction to Financial Accounting Principles of Marketing	3-4
Select one of the following:		3

FRENCH 324	Contemporary French Language and Culture <sup>1</sup>	
FRENCH 430	Reaction and Innovation: French Culture of the 19th and 20th Centuries	
FRENCH 432	Seminar in French and Francophone Cultures:	
FRENCH 450	Institutions and Culture of Contemporary France	
FRENCH 451	Cinema of the French-Speaking World: <sup>1</sup>	
Select at least 3 credits in the following:		3
FRENCH 210	French Immersion: Intermediate	
FRENCH 303	Conversation and Composition: Intermediate Level <sup>1</sup>	
FRENCH 324	Contemporary French Language and Culture (if not selected above) <sup>1</sup>	
FRENCH 325	Intensive Grammar and Usage	
FRENCH 410	French Immersion: Advanced	
FRENCH 415	Introduction to Translation: French to English	
Total Credits		18-19

<sup>1</sup> These courses satisfy GER Humanities distribution requirements.

## Business Student Track

Code	Title	Credits
FRENCH 203	Third-Semester French <sup>1</sup>	3
FRENCH 204	Fourth-Semester French <sup>1</sup>	3
FRENCH 311	French for International Business/ Professional Communication: Oral Emphasis	3
FRENCH 361	French for International Business/ Professional Communication: Writing Focus	3
Select one of the following:		3
FRENCH 324	Contemporary French Language and Culture <sup>2</sup>	
FRENCH 430	Reaction and Innovation: French Culture of the 19th and 20th Centuries	
FRENCH 432	Seminar in French and Francophone Cultures:	
FRENCH 450	Institutions and Culture of Contemporary France	
FRENCH 451	Cinema of the French-Speaking World: <sup>2</sup>	
Select at least 3 credits in the following:		3
FRENCH 210	French Immersion: Intermediate	
FRENCH 303	Conversation and Composition: Intermediate Level <sup>2</sup>	
FRENCH 324	Contemporary French Language and Culture (if not selected above) <sup>2</sup>	
FRENCH 325	Intensive Grammar and Usage	
FRENCH 410	French Immersion: Advanced	
FRENCH 415	Introduction to Translation: French to English	
Total Credits		18

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<sup>1</sup> Students who place into FRENCH 303 and above, and therefore are exempt from taking FRENCH 203 and FRENCH 204, are expected to take 6 additional credits in language and culture at the 300 level and above.

<sup>2</sup> These courses satisfy GER Humanities distribution requirements.

### **Contact Information**

Current Students contact the Department directly, french-italian@uwm.edu

Prospective Students contact a Letters & Science Admissions Counselor at

(414) 229-7711 or let-sci@uwm.edu

<https://uwm.edu/french/undergraduate/minor/>