

Proposal of a framework of available digital tools for the research project

**“Simulación virtual en 3D para el aprendizaje del francés con objetivos
específicos-francés de negocios”**

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Abstract:

Due to the need that there are in the students of ECCI university in the Modern languages program for finding a tool to study French language focused on business It has executed a proposal to create a virtual simulation in 3D.

In order to analyze the current options for learning French that are on the digital market and to evaluate the strengths and failures of them, there has been realized a study that has showed that there are very few support tools for the students, since many of them do not focus on business French and some are difficult and expensive to access. Bearing in mind this information it tries to contribute to the ideal achievement of the prototype of virtual simulation in 3D to business French.

Key words: French for business, digital tools, learning, apps

Resumen:

Debido a la necesidad que hay en los estudiantes de la universidad ECCI en la carrera lenguas Modernas por encontrar una herramienta con la cual estudiar el idioma Francés enfocado a los negocios se ha ejecutado una propuesta para crear una simulación virtual en 3D.

Con el fin de analizar las opciones actuales para el aprendizaje en francés que se encuentran en el mercado digital y evaluar las fortalezas y falencias de las mismas se ha realizado un estudio que ha mostrado la existencia de muy pocas herramientas de ayuda para el estudiante, muchas de ellas no se enfocan en el francés de negocios y algunas son de difícil y costoso acceso.

Teniendo en cuenta esta información se pretende contribuir a la óptima realización del prototipo de simulación virtual en 3D para francés de negocios.

Palabras clave: Frances de negocios, herramientas digitales, aprendizaje, aplicaciones.

Introduction

Nowadays it is common the use of different languages or the necessity to learn one of them, according to an article presented by Universidad del Congreso, (Congreso, 2014) today it is imperative to learn another language because in most areas of knowledge and human development other languages are used. The learning of different languages for the students is a primordial necessity.

Especially with English or French since they are very useful in the labor and academic field, for example the English is the most studied language in the world, it is spoken in five continents and it is used in the majority of more powerful countries (USA, UK, Canada and Australia). Besides, it is the most used language in business, international trade and Internet. Also French is a language spoken on five continents. It is estimated that French is spoken by more than 200 million people worldwide. In a big part of the world it is also the second language studied in the school par excellence.

This situation is a consequence of the globalization, according to the Conforsa Group, (Conforsa, 2016) the closer we become to a global society, the more important is language learning. If we combine the mixture of cultures and the need to travel to other countries to work, we come to the conclusion the knowledge of a language nowadays is essential and it makes the people have to walk according to the changes that present the globalization.

This paper is part of the theoretical framework of the project “*Simulación virtual en 3D para el aprendizaje del francés con objetivos específicos-francés de negocios*” which main goal is to create a virtual 3D simulation prototype to strengthen linguistic, communicative and sociocultural skills focus in French, having as general objective to design, to build and to evaluate a prototype virtual immersive simulation in three dimensions to develop linguistic, communicative and sociocultural competences in French as a Foreign Language in the field of FOS (French with Specific Objectives) - French for business.

Methodology

To develop this framework we apply an exploratory and descriptive research, the first one is defined by BPO Centro de Comercio (Dario, 2014) as a relatively unknown subject that has a wide possibility of means and techniques to collect data in different sciences such as specialized bibliographic review, interviews and questionnaires, participant and non-participant observation and case follow-up. This will end when, from the data collected, it has been possible to create a theoretical and epistemological framework strong enough to determine which factors are relevant to the problem and therefore need to be investigated.

Also the descriptive research is defined by BPO Centro de Comercio (Dario, 2014) as a descriptive study that selects a series of concepts or variables and measures each of them independently of the others, in order to describe them. These studies also seek to specify the important properties of individuals, groups, communities or any other phenomenon. The emphasis is on the independent study of each characteristic and these studies describe the frequency and the most important characteristics of a problem. To carry out descriptive studies, two fundamental elements must be taken into account: Sample size and data collection instrument.

At the beginning, it makes a general search of tools for learning French. In this case a “Tool” is understood as the digital means for accomplishing the task of learning or improvement French, as the web pages or applications that are in Internet.

The sample was limited with those reflected to business contents, and that research gave us a total of 20 tools from which 9 were finally analyzed, since these were those that focused on the study and improvement of the language in the area of "French business".

In order to analyze the tools, it was taken into account that the selected resources will specifically deal with the improvement or learning of business French, in addition, it was taken into account that these tools included an understandable and easy content but with the necessary level of exigency that requires the use of this Type of tools for university students, it was also taken into account that these tools were easy and free access. In this way the criteria of analysis were established.

Data analysis

Tool	Contents	Topics	Important characteristics
Bonjour de France	documents, text and exercises	commercial procedure real state law and how to present a career	Specific vocabulary
Express Francais	videos of conversation, records and daily	introduce yourself and the company, present the product and services, telephone support	Progressive learning
Le point du fle	readings and listening	business letter, communication by telephone, French of enterprise	"Faire Français...Faire allemand votre affaire"
Français des affaires	Expresions Vocabulary	H.R, organization, market, Enterprise's presentation	Hochshule Luzern University
Ciel Bretagne	virtual book	reading and listening skills.	to be prepare for exams Feedback
Allison	Free courses	H.R, e-commerce, leadership and management	hight quality learning materials
Français 3,0	different activities	Business, fashion, health	test your level
Semper	Memorization Communities	Basic knowledge	download package
Babel	Pronunciation, oral understanding, writing expression	cultural French civilization specific vocabulary in French business	create an account

The first tool selected is **Bonjour de France**. This web page includes documents, text and exercises related to the business world. If you are student or a professional person, you have the opportunity to learn business vocabulary in specific areas as economy, finances, and culture. Each edition of BDF (Bonjour de France) includes exercises and it has free access.

Image 1 : Comparison among the Digital tools analyzed

Some of the topics that the users can find in this web page are related to commercial procedures, real estate Law and how to present a career. (BonjourdeFrance, 2015)

Their methodology is so different in comparison with the second tool because it presents all their contents in a didactic and dynamic way, for example this page use games for learn French, nevertheless Express Francais prefer to a methodology more realistic, using series, videos and movies according to each specific term that the student select.

The second Tool is a free course, **ExpressFrancais**. It is designed for students, professional, executive people and companies, who are interested in developing their communicative skills in the French workplace. The French business course is supported by videos of conversation, records and daily situations of the professional environment: introduce yourself, introduce the company, present the products and services, customer services, telephone support, comprehension and writing of professional documents, make French presentations, prepare and attend working meetings, solve customer claims and more. In this course you have the opportunity to begin from a basic level, finishing with professional presentations and organizing corporate events. (ExpressFrancais, 2014)

The next tool is **Le point du FLE**, that use a learning strategy so different than the previous two tools, because it presents a strict way to teach the language using readings and listening without dynamism. It is a web resource for people that use their language in a business environment. This online resource is based on “Faire Français... Faire Allemand votre affaire” television programs and can be used as an autonomous resource or with the TV. It is based in specific objectives (FOS) as Job (Professions job-hunting.), Certificates of professional French (DFP), and Courts in video. Some of the important subjects that are in the pages are French Dictionaries of specialty + Miscellaneous, Letters types - Business letters, Communication by telephone, French of enterprise, French of business, French of tourism,

hotel business, restoration, Legal French / law French / Sciences / Biology / Medicine / Economy. (LePointduFle, 2002)

The incoming two pages are excellent resources for improve or learn The French business, however it has a limitation, the first one is a page that work in set with the learn that present the institute Luzern and the next one has a few modules for work in French because the majority of the information is in English, so **Français des affaires – Exercices en Ligne** is the following resource, it is a web page created for Hochschule Luzern University of applied sciences and arts. It has 4 modules to learn French for business: Organization, Market, Human resources and Enterprise's presentation. In each module you can find different exercises to learn and practice your French vocabulary about business in a current context. It is important to emphasize that this web page is a complementary resource from a course in Hochschule Luzern. (FrançaisdesAffaires, 2016)

The next tool is **Alison**; it is a web page that is expert in the field of online education and contains high quality learning materials, services and experiences. In this web page you can found a lot of free courses of different subjects and different languages. You can found a variety of courses related with business as human resources, e-commerce, leadership and management, entrepreneurship, project management, sales, finance, tourism and hospitality and communications. (Alison, 2007)

Finally **Ciel Bretagne** is one of the most important pages that are in this collection of information because it gives to the student the possibility to prepare their self for exams focusing in reading and listening skills of French Business, for this they use a kind of virtual book for develop different exercises, when the student finish the training the page make a

correction and give to student the feedback about their level in the language. (CielBretagne, 2010)

The following resources are apps for download to the mobile dispositive or tablet, that use different learning mythologies according to the student likes, for example the Francais 3.0 present exercises simples and basics with few interaction but Semper lend a platform in which the student could be part of a social community to interact with other people of different countries, like a social network for study according an specific topic and Babel is a good app but it has a limit free access, however you could find many good topics about French business for study.

The seventh resource is **FRANÇAIS 3.0 (APP)**, it is a simple and play mobile application that provides the possibility to test your level of general French and offers training for the Test of French valuation (TEF, TEF for the access to the Quebec, TEF Canada, TEF for studies in France, TEF for naturalization). You can make tests of understanding to get the best possible score and share it on your Facebook. Also you can reinforce your professional French preparing you to use French in different professional contexts as business, fashion, health, diplomacy, trade or hotel business-tourism. There are many activities to practice the understanding of the Certificates of French professional in order to familiarize you in the education of FOS (français sur objectif spécifique)

Other tool is **Semper - outil gratuit pour étudiants français débutants**. It offers course of languages. Having made the choice of the language which you want to learn, the application will invite you to choose its objective of training to offer appropriate contents. The objectives that you can choose are memorization and refinement of the vocabulary which will be found in school textbooks or in lectures, specific vocabulary of a domain which it will

beforehand be necessary to choose, grammar and system of writing for a better workmanship of the subjunctive, of the infinitive, of the indicative, of the present perfect or of the perfect participle and others who is a category which regroups all packs which are not present in three first ones. According to chosen objective, it will be necessary to download packs with courses and exercises, mysteries and of quiz.

The last tool is **Babbel, leader of the apps of language**. Babbel makes reference service in the field of the training of language. It is possible to open a free account to have access to some functionality. For many users, the concept of Babbel takes back the factors of the success of the applications of language with pedagogy without fault and a very well-oiled working methodology. With your account in free access, it will be possible to test different functions of application which remain very broad, for example Pronunciation, culture and French civilization, oral Understanding, written expression, specific vocabulary as French of business and grammar and the same community where it is possible to exchange with other members.

Conclusions

Through this research we can see that there are few tools in the market that offer a free and accessible platform for learning and practicing French with a focus on business for that reason we can show that the market of digital tools related with learn or improve French for business is limited.. The tools used are easily accessible since they are resources used through the internet, meaning that anyone with a mobile device and internet access can use them without having to pay as they are free to use.

However the business area is not extensively explored, since in each digital tool studied previously we could see a basic use of business French because they propose basic

themes and few vocabulary, also the majority of web pages and applications focus their use of FOS (French with specific objectives - Business French) in basic and daily subjects and they do not deepen in useful vocabulary for a student of modern languages.

From the data analyzed, it could demonstrate that the proposal of design and build a prototype virtual immersive simulation in 3D to develop linguistic, communicative and sociocultural skills in French Foreign Language in the field of FOS (French with specific objectives - Business French) it is a project that can contribute to the learning of French language focusing on an area little explored and worked by other digital tools.

The use of "virtual 3D simulation" will allow an autonomous learning and facilitate learning through linguistic, communicative and sociocultural activities; motivating and immersive. It could be a innovate tool to improve the learning in addition of the area in terms of language and approach (French business).

The data analysis realized also helps to recognize failures in similar external projects, many of the analyzed tools in the first step do not have free access, the information in the majority of the cases are not focus in business, many of them need a register and the digital tools that have an emphasize in the business are do not explore it extensively. This information will allow to present an excellent instrument to improve and learn the French language in the commercial area for students.

References

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Appendixes

1. Bonjour de france

Ejercicios FLE

Francés de negocios

Vous êtes professionnel ou universitaire ? Vous avez besoin d'apprendre le français dans votre spécialité ? Bonjour de France vous propose différents domaines : affaires, diplomatie, cinéma et divers outils utiles pour réussir. Choisissez votre spécialité, maintenant !

Anuncios Google

Estudiar Francés

Francés en francés

ESCOGE TU NIVEL DE FRANCÉS

Escoge tu nivel de francés

DÉBUTANT

A1

Je peux communiquer de façon simple...

INTERMÉDIAIRE

A2

Je communique lors de tâches habituelles...

AUTONOME

B1

Je me débrouille dans la plupart des situations...

AVANÇÉ

B2

Je m'exprime de façon claire et détaillée...

EXPERT

C1

Je m'exprime sur des sujets complexes...

N° 23 - 592 Francés de negocios / Avancé  2015-11-26 20:44:24

» Redactar una solicitud de evolución interna

Para obtener una promoción, un aumento de salario, un puesto más gratificante en tu empresa... Lee nuestros consejos y entrénate.

Comenzar

N° 23 - 587 Francés de negocios / Autonome  2015-11-26 20:43:55

» Escribir una carta de reclamación

Mercancía en pésimo estado, una entrega incompleta, un pésimo servicio... Varias situaciones pueden desembocar en una carta de reclamación.

Comenzar

N° 23 - 583 Francés de negocios / Intermédiaire  2015-11-26 20:43:46

» Presentar una profesión: la misión de una secretaria

¿Estás listo para presentar una profesión? Hoy entramos en el corazón de una empresa para descubrir la misión de una secretaria.

Comenzar

Hablar Francés

Preparación DELF

Destination Francophonie

Formations pour professeurs

Historia de la francofonía

Noticias del Mundo

Descubrir

Imagier

Le magazine Le français dans le monde



Boîte à outils

Karaoké FLE

Conjugeur Français (FLE)

Prononclateur

Test de Français Facebook

Test de Français Général



Séjours linguistiques en France



2. ExpressFrançais

Archivo Categorías : Francés de negocios

Ofertas de trabajo en Francia o en francés en EmpleoFrancia ²

Entrada publicada en [francés avanzado](#) [francés B1](#) [Francés B2](#) [Francés de negocios](#)

[Francés intermedio](#) [Francés para el turismo](#) [Francés para la hostelería](#) [francés para la restauración](#)

[Francés para secretarias](#) [trabajar en Francia](#) [vivir en Francia](#) y etiquetada [empleo en francia](#)

[ofertas de trabajo en francés](#) [ofertas de trabajo en Francia](#) [trabajar en Francia](#) [trabajo en francés](#)

[trabajo en francia](#) el 14 mayo, 2016 por [Stéphanie Boland](#).

Ofertas de trabajo en Francia o en francés en EmpleoFrancia Página interesante para encontrar trabajo en Francia, becas de empresas internacionales o locales dónde podrás utilizar tu francés y español, oportunidades para trabajar en francés en Francia pero también en España. Podéis leer la descripción de un trabajo, enviar vuestro curriculum por mail y recibir [...]



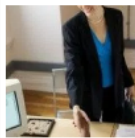
Cursos gratis de francés para la vida profesional



frances de negocios

Francés de negocios / Francés para empresas

<http://expressfrancais.com/frances-empresarial/>



entrevista en frances

Preparar una entrevista de trabajo en francés

<http://expressfrancais.com/preparar-entrevista-de-trabajo-en-frances/>

frances para secretarias

Francés para las secretarias

<http://expressfrancais.com/frances-gratis-para-secretarias/>

atencion al cliente en frances

Atención al cliente en francés

<http://expressfrancais.com/frances-atencion-al-cliente/>

Francés inmobiliario / francés para inmobiliarias

<http://expressfrancais.com/frances-inmobiliario/>

3. Le point du FLE

Français sur objectifs spécifiques (FOS)

■ Travail : Professions, recherche d'emploi ■ Diplômes de français professionnel (DFP)

Français de l'entreprise, français des affaires

Français du tourisme, hôtellerie, restauration, secteur de la propreté

Français juridique / Droit / Sciences / Biologie / Médecine / Economie / Militaire

Lettres types - Lettres commerciales

Dictionnaires de français de spécialité

▲ Français de spécialité > Dans l'entreprise

■ Situations de la vie quotidienne ■ Management Interculturel

1 Exercices de français des affaires

Bonjour de France - Azurlingua - France

2 Français des Affaires - Parcours interactifs

Emmanuelle Rolando-Dolcino / Bibliolangues - France

3 Vocabulaire de l'entreprise et du travail - Cliquer

Christine Wadge / Exercices interactifs de français - UVic University of Victoria - Canada

4 Résoudre les conflits du travail

Marc Oddou / Estudio de francés MOddou FLE - estudiodefrenances - France

5 Des débuts difficiles

Lang Edizioni / Pearson Italia

6 Accueillir dans l'entreprise

Marc Oddou / Estudio de francés MOddou FLE - estudiodefrenances - France

7 Vous travaillez où ? - Parler de son travail

Marc Oddou / Estudio de francés MOddou FLE - estudiodefrenances - France

8 Prendre rendez-vous par téléphone (Société KM3)

Marc Oddou / Estudio de francés MOddou FLE - estudiodefrenances - France

1 La rédaction administrative

BDL Banque de dépannage linguistique / OQLF - Québec, Canada

2 Lexique des termes administratifs + Guides pratiques Rédaction administrative

Le portail de la modernisation de l'action publique - France

3 Modèles de lettres types

Modele-lettre-type - France

4 Des modèles gratuits pour tout votre courrier

Lettres utiles / Sable Bleu - France

5 Modèles de lettres

La lettre - France

6 Modèles de lettres : lettres formelles, lettres de motivation etc.

L'écrivain public virtuel / AdmiNet - France

7 Les formules de politesse

Modele-lettre / LeMonde - France

8 Une lettre d'invitation - Lettre formelle / Lettre informelle

Dynamots / Centre linguistique de l'université de Padoue - Italie

9 Lettres commerciales lues

Mireille Spalacci / AppuiFLE - Espagne

4. Français des affaires – Exercices en Ligne

Lucerne University of Applied Sciences and Arts
HOCHSCHULE LUZERN Français des affaires – Exercices en ligne
Cours et exercices en ligne

Connexion

Français des affaires – Exercices en ligne Liste des cours Grammaire en vidéo Tous les exercices de langue Mes progrès Aide

Liste des cours

Bienvenue

Français – Grammaire

Français – Module 1 – Organisation

Français – Module 2 – Marché

Français – Module 3 : Ressources humaines

Français – Module 4 : présentation d'entreprise

Français – Module 1 – Organisation

Cliquez sur une image ou un lien ci-dessous pour choisir une leçon et/ ou faire des exercices en ligne.



Vocabulaire de survie : organisation (module 1)



Rédiger un courriel



Intégrer ses observations et questions dans un email



Compréhension écrite



Entreprise : généralités



Production & approvisionnement



Activités complémentaires



Révisions



5. Ciel Bretagne

Ecole pour apprendre le français en France - CIEL Bretagne - 

Ciel Bretagne



[EXERCICES EN LIGNE](#)

[ADULTES](#)

[SCOLAIRES](#)

[PROFESSEURS](#)

[VISITE DE L'ECOLE](#)

[PARTENAIRES](#)



Exercices pour se préparer aux examens et tests de français des affaires

Nous vous proposons dans cet espace, des exercices et activités pédagogiques pour vous préparer aux examens du français des affaires (DFP ...). Vous pouvez utiliser ces exercices plus simplement pour votre apprentissage car ils sont classés selon les niveaux du CECR (A1, A2,B1,B2,C1,C2).

Si vous désirez participer à ce projet ou poser une question. Vous pouvez nous contacter à cette adresse : pedagogie.ciel@cci-brest.fr

SOURCE DES DOCUMENTS :

Courants 

Nous produisons une nouvelle activité par mois. Nous vous conseillons de vous inscrire sur notre liste de diffusion, pour vous tenir informé des nouveautés du site.

 **Compréhension écrite**

 **A2**

» Exercice de compréhension écrite A2 en ligne
A l'hôtel
Exercice créé par T. Perrot

EXERCICES

-  [PLAN DU SITE](#)
-  [TELECHARGEZ LA BROCHURE](#)
-  [CONTACTEZ L'ECOLE](#)
-  [VENIR A L'ECOLE](#)

INSCRIPTION EN LIGNE



Activités et



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RÉPUBLIQUE FRANÇAISE

6. Alison

The screenshot shows the Alison website's search results for the query "french affair". The header includes "Sign Up", "Log In", the Alison logo, and a language selector set to "EN". A search bar contains the text "french affair". Below the search bar, there are navigation links for "Home > Courses" and "Courses", "Learning paths", and "Filters". A message indicates "155 Course(s) Found." and a sorting dropdown is set to "Most Relevant". Four course cards are displayed:

- Improving Your French Language Skills**: French is spoken by 110 million native speakers, is an official language in 29 countries and has 190 million non-
- French Language Studies - Fashion, School, Work and Finances**: The free online course French Language Studies - Fashion, School,
- Mastering French Grammar and Vocabulary**: For learners who have studied our first two French courses, this third course will further increase your
- Introduction au Management de Projets (French Language)**: Ce module se base essentiellement sur les principes décrit dans le Guide du Corpus des Connaissances en

The screenshot shows the course page for "Introduction au Management de Projets (French Language)". The header includes "Sign Up", "Log In", the Alison logo, a search icon, "EN", and a "Menu" button. The breadcrumb trail is "Home > Course > Introduction au Management de Projets Version Fran% C3%A7aise". The course title is "Introduction au Management de Projets (French Language)" with a badge indicating "Join 2,169 other students".

The page features three tabs: "Description", "Outcome", and "Certification". The "Description" tab is active, showing the following text:

Ce module se base essentiellement sur les principes décrit dans le Guide du Corpus des Connaissances en Management de Projet (Guide PMBOK®) du PMI (Project Management Institute).

Le « Project Management Body of Knowledge » est un ouvrage de référence en gestion de projet, édité par le Project Management Institute (PMI). Sa 4ème édition est un standard reconnu internationalement qui fournit les fondamentaux du management de projet s'appliquant à une large portée de projets.

A "Start Now" button is located at the bottom left of the description area.

On the right side, there is a social media sharing section with icons for Facebook, Twitter, and LinkedIn. Below this, the course details are listed:

- Free Course
- CIFODE.com
- 3-4 Hours
- Assessment
- Certification
- 50 Pts

7. Français 3.0 app

Centre de langue française

Quand le français est une force

À vous de jouer !



Testez votre niveau de français général



Renforcez votre français professionnel



Familiarisez-vous avec le français sur objectif spécifique



Paramètres



Menu principal



Affaires B1

Affaires B2

Médical B2

Hôtellerie-Restaurant A2

Diplomatie & relations



Affaires B1

Les lots ci-dessous vous proposent une série d'exercices, que vous pourrez faire et refaire à volonté.



En cours

Lot 1

8. Semper

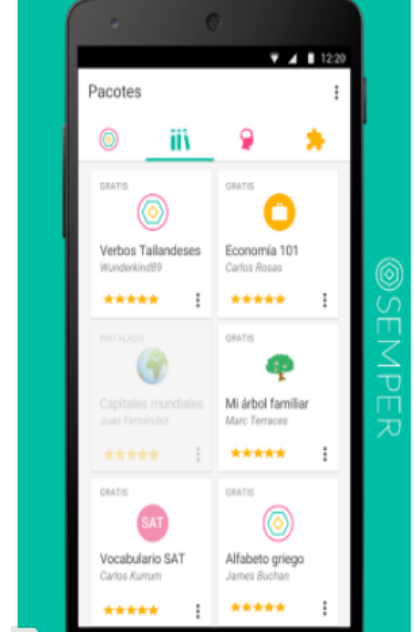
Aprende simplemente desbloqueando tu teléfono...



Presentando la forma más fácil de aprender todo



...o crea tu propio en create.getsemper.com



Escoge entre más de 10000 packs en +50 lenguas



Personaliza tu aprendizaje con nuestros extras




Controla tu éxito y sigue tus hábitos de aprendizaje




9. Babel


+Babbel Inicio Cursos Vocabulario Invita a tus amigos Precios Ayuda ▾



Medios de comunicación



Servicios públicos




Trabajo

+Babbel Inicio Cursos Vocabulario Invita a tus amigos Precios Ayuda ▾

Trabajo


[¡Probar ahora gratis!](#)

Puedes probar la primera lección sin compromisos.



Artisans

Oficios - Vocabulario básico
Contenidos: el panadero - la panadera - el electricista - la electricista



Artisans

Oficios - Vocabulario avanzado
Contenidos: el cerrajero - la cerrajera - el carpintero
