

**Proposal for a New Academic Program**

**Bachelor of Arts (B.A)  
FRENCH STUDIES  
Department of World Languages  
University of North Florida**

**Proposed Start  
Fall 2007**

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**B.A. in French Studies Development Committee**

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## DEPARTMENT OF WORLD LANGUAGES

### *Bachelor of Arts in French Studies*

#### **New Degree Program Request: Proposal for a Bachelor of Arts Degree in French Studies**

The Department of World Languages is proposing a Bachelor of Arts degree in French Studies. The B.A. in French studies emphasizes the acquisition of proficiency in the French language. Due to the program's highly interdisciplinary nature, students will also develop a critical knowledge of French and Francophone literature, history, culture, and politics, including an understanding of France's significant place in the larger perspective of Europe. Since the program draws on offerings from different departments, no new faculty resources are needed for implementation.

Several reasons underscore the need to establish a program in French Studies at the University of North Florida. First, French is the second most studied foreign language in the United States, trailing only Spanish in popularity. According to the latest Modern Language Association survey on *Foreign Language Enrollment in United States Institutions of Higher Education* (Fall 2002), 202,014 college and university students enrolled in French classes. French outdistances by far languages such as German (100,112), Italian (63,866), Japanese (60,849), Chinese (34,153), Russian (23,916) and Arabic (10,596).

Second, foreign language departments, by tradition and student demand, are anchored of necessity by B.A. programs in French and Spanish. In the state of Florida, for instance, Florida Atlantic University, the University of Florida, the University of South Florida, the University of Central Florida, Florida State University, Florida A & M University, and Florida International University all offer B.A. degrees in French and Spanish.

Third, the University of North Florida is a comprehensive university whose mission encompasses, among other goals, fostering "critical thinking, thoughtful decision-making, and effective communication," along with a commitment to engendering "a global perspective" on students who will be "able to adapt to the changing global environment." A strong language department that offers at the very least B.A.'s in French and Spanish complements those praiseworthy objectives.

Degree Program Proposal for  
Bachelor of Arts in  
**French Studies**

**I. Mission**

**A. What is the rationale for creating the program?**

The proposed degree program is a Bachelor of Arts (B.A.) degree in French Studies. The new interdisciplinary degree program will be administered in the Department of World Languages of the College of Arts and Sciences. Emphasis is placed on acquiring proficiency in the French language and a critical knowledge of French and Francophone literature, history, culture, and politics, including an understanding of France's place in the larger perspective of Europe.

The Department of World Languages sees its mission in the following way: "Language study here is not just the study of words for our students but also includes the images, customs, environment, symbols, myths, movements, and even politics of a culture" (*UNF Undergraduate Catalog, 2006-2007*, p. 138). Our lives are enriched by our ability to communicate with people from a different background. The Department of World Languages is devoted to the arts and skills of languages spoken here at home and abroad. In order both to fulfill the department's stated mission of teaching language and culture through film, music, and the literary products of that language, and to serve adequately the university's role in forming global citizens who can participate fully in the political, social and economic life of the modern world, the department should ideally provide strong programs in several languages, literatures, and cultures, whereas it currently offers only the Spanish major. Additionally, UNF has striven to build its international programs with the creation of the International Center and development of study abroad options. Thus an interdisciplinary major of French Studies is needed to augment the limited available major offerings (International Studies, International Business, and Spanish) that promote an international perspective.

Moreover, the undergraduate language major plays a fundamental role in liberal arts education. A comprehensive university of our size must offer programs in more than one language if it is to provide a proper array of choices to undergraduate students.

**B. Show how the program is consistent with UNF's mission and priorities.**

The academic mission of the University of North Florida states that the institution's primary focus is on instruction; furthermore, this focus "requires students to engage in learning experiences that a) foster critical thinking, thoughtful decision making, and effective communication; b) build strong general and disciplinary/professional knowledge bases; and c) engender integrity, ethical development, a global perspective, and a sense of civic responsibility" (*UNF Undergraduate Catalog 2006-2007*, p. 2). Specializing in the study of the language and culture of another nation and/or region enables students to develop a sense of belonging to a global community while at the same time enhancing students' abilities to communicate effectively in another language.

The mission of the College of Arts and Sciences states: “What students acquire through their engagement with the liberal arts is a sense of their place within the universe, whether that universe is defined in physical, social, moral, or aesthetic terms. [...] In the complex world of the 21<sup>st</sup> century, a grounding in the liberal arts is more urgent than ever as we encounter an ever faster pace challenges to our experience and understanding that we could not have anticipated a short while ago” (*UNF Undergraduate Catalog*, 2006-2007, p. 72).

The goals of the proposed major program are consistent with these mission statements, in particular the aspect of the ability to adapt to the changing global environment contained in the university statement. The acquisition of proficiency in the French language and a critical knowledge of French and Francophone literature, history, culture, and politics, including an understanding of France’s place in the larger perspective of Europe, will provide students with not only the necessary skills to adapt to the changing world, but also the communicative, reasoning, and cultural skills cited in the college and department statements. Moreover, the 1998-2003 Board of Regents (BOR) Master Plan for Academic Degree Programs includes a B.A. program in French Studies; thus the proposed program fits into the planned expansion of B.A. programs for the university.

### **C. How does the program build on the strengths of the University?**

As in interdisciplinary degree, the proposed program builds on the current strength in the French minor at UNF while drawing as well on strengths in other departments that offer courses that count towards the degree in French Studies such as Art and Design, English, History, Philosophy, and Political Science.

The university has also begun to encourage development of international programs in various disciplines—business, health science, and education—in addition to the more usual disciplines in the liberal arts and sciences, into which the major in French Studies would neatly fit. Students could take advantage of not only the French Language Study Abroad Program, but also of other international programs at UNF, such as the History Department’s Core Abroad, and the various semester exchange programs in France and Belgium developed through the Coggin College of Business but open to all students.

During the 2004-2005 academic year, President John Delaney established a University-wide initiative to foster Transformational Learning Opportunities; clearly, the study of a different language and culture, as well as the chance to participate in Study Abroad programs will be vital components of a Transformational Learning Opportunity. In Spring Term, 2006, Dr. Shira Schwam-Baird received a Transformational Learning Opportunity Grant of \$8,000.00 to offer several student scholarships for the study of French in Strasbourg, France. The study of world languages and cultures here at UNF and abroad fulfills the objectives of the TLO initiative. In addition, the availability of scholarships for study abroad will also be an incentive in attracting students to this new program of study.

**D. If there have been program reviews or accreditation activities in a discipline related to this program, what steps have been taken to respond to the recommendations from these reviews?**

In 2003, the UNF International Task Force submitted a report to the University President to address issues related to international programs of study and UNF's international profile. One of the recommendations states that there is a clear need to expand the study of foreign languages at the university: "[...] the lack of a significantly broad set of foreign language offerings is the weakest aspect of UNF's academic curriculum. If students are to take advantage of the exchange and study abroad opportunities that exist now and that will be developed in the future, additional languages must be offered and programs of study that encourage or require foreign language study must be created" (p.16). The creation of a second major program of study within the Department of World Languages would constitute an important step in this direction. In the past three years, the Department of World Languages has expanded its offerings of language courses to include: Portuguese, Russian, Chinese, Latin, and German. Clearly, the Department of World Languages is striving to fulfill its mission in offering UNF students the chance to learn a variety of foreign languages; but in order to address the concerns of the UNF International Task Force, new opportunities to work toward an undergraduate degree in language and culture studies must be offered.

During the 2005-2006 academic year, the Department of World Languages conducted a search for a chairperson. The new chair of the department, Dr. Jorge Febles, will guide this new university department through what is expected to be continued enrollment growth in the state university system. He will assist the department in fulfilling its mission of broadening course offerings in world languages, and he is a strong supporter of the proposed French Studies degree. In fact, all of the finalists for the position of Chair of World Languages, spoke of the need to offer a major in French.

The most recent program review for World Languages took place in Spring, 2003. Dr. Reynaldo L. Jimenez, the outside reviewer, noted: "Efforts to establish a B.A. in French, an initiative that has been in the planning stages for at least two years, should be continued. Regular course offerings in German, and, perhaps, Japanese and Chinese, and Italian and Portuguese, would also help enhance foreign languages' visibility on campus and contribute significantly to the College's and University's mission of better preparing students for this era of increased world interdependence" (B.A. in Spanish Program Review, p.2).

The reviewer also wrote: "The Program (in World Languages) should continue, and, if possible, expand efforts to engage with and support campus-wide interdisciplinary efforts, within the College or with other departments and colleges with which there exists a logical, disciplinary connection, such as Fine Arts, Women's Studies, Business, and International Studies." Clearly, the B.A. degree in French Studies as proposed in this document, addresses this reviewer's suggestions by working with faculty in other departments to create a coherent program of study that explores French literature, politics, history, art history, and philosophy.

In the past five years, French enrollments nationwide have stabilized, and at UNF have increased somewhat. To illustrate: in Fall 1997, only two sections of FRE 1120 Beginning French were offered; in Fall 1999, three sections were needed. Since the creation of the Department of World Languages in 2004, enrollments in French courses have increased further and in the 2005-2006 year, four sections of FRE 1120 and FRE 1121 (the continuation course) have been offered.

A similar trend has occurred in our Intermediate sequence. After many years of offering only one section of FRE 2240 Intermediate French in the fall semester, two sections were needed in Fall 2003, and we have continued to offer two sections each fall and two sections of the continuation course, FRE 2241, in the spring semester, indicating a steady growth in enrollments. As of the 2006-2007 academic year, the COAS Advising Office reports that there are approximately twenty declared French Minors. A significant number of these declared Minors in French will no doubt opt to major in French Studies due to the inherent flexibility of an interdisciplinary program that can be tailored to suit individual student needs.

## **II. Need and Student Projections**

### **A. Demonstrate that there is a need for graduates of the program.**

The advantages of second-language study have been well-documented. Besides the general advantages of allowing one to participate more fully in the global community, learning a second language has been shown to improve analytic and interpretive capacities. Advanced study of a language and its culture makes one competitive in the business world, increasing job opportunities and salary potential as the marketplace becomes increasingly international and global. French in particular is valuable in that over 1200 French companies have US subsidiaries; Canada, our key trading partner, is officially bilingual in English and French; and French is also an official language of the European Union, the second largest trading bloc in the world. A recent search (March 2006) on the online job search site Monster.com produced a compilation of nearly 1,000 positions indicating proficiency in French as a requirement and/or asset. A similar search localized to the state of Florida indicated that there were more than 150 postings for employment seeking candidates with knowledge of French.

Employment opportunities would be varied for graduates of the program. Business, government, non-profit organizations, health and social service agencies, education and the legal professions are all in need of people with excellent language and communication skills, and those with international operations need graduates with knowledge and experience in international matters. [*Language Study in the Age of Globalization: the College-Level Experience*, published by the Modern Language Association.]

### **B. If the program duplicates other programs in Florida or overlaps with existing UNF programs, provide a rationale for adding this program. How does it differ from the other programs?**

B.A. programs in French exist in many other universities in Florida, as they are part of the basic liberal arts program fundamental to academic offerings, much like the English major and History major. However, the proposed program does differ from those offered in other universities in that it is a major in French Studies. French is still the second-most studied foreign language in the United States. Overall, the Modern Language Association recently noted that enrollments in foreign language courses have increased 17.9% from 1998 figures [[ADFL Bulletin](#), Winter, 2004]. Traditional undergraduate programs in French, which concentrate on literature, are diversifying their programs to attract additional students by offering courses that focus on French Studies. Ohio State University, for example, added a track in French language and culture, and New York University's Institute of French Studies offers interdisciplinary

programs at the Master's and PhD level. Thus the development of an interdisciplinary major of French Studies would suitably represent this trend in new approaches to French undergraduate curriculum.

**C. What steps will be taken to achieve a diverse student body in the program?**

The student population of the University of North Florida is diverse and this is reflected in the student composition of courses offered by the Department of World Languages. The study of world languages has traditionally attracted students of multicultural backgrounds who are often heritage speakers of a language other than English. The program proposed here emphasizes the fact that French is a global language, spoken in counties in Africa, Asia, Europe, and the Middle East. Students will be exposed to the cultures and histories of these French-speaking regions. The range of courses that will be part of the French Studies major will also attract many students interested in a multicultural experience, especially those seeking to learn another language in order to live and work in a culturally diverse, global environment.

**D. What is the projected enrollment for the program and how did you arrive at your estimates?**

There are at present approximately twenty students who are declared minors in French, it is reasonable to believe that between eight and ten of these students would choose to major in French Studies during the first year of the program. Afterward, the growth in students majoring in the program can be expected to grow exponentially, given the flexibility and interdisciplinary nature of the course of study.

In Fall 2003, we polled the approximately 80 students then enrolled in French courses to see if they would (a) surely take the major, (b) consider the major, or (c) not consider the major if it were offered. Out of the 73 questionnaires returned, eight (8) said they would surely take the major, and forty-six (46) said they would consider it. Only nineteen (19) said they would not consider it, thus there was an overwhelmingly positive response (71%) to the question.

Among the positive response students that reported a current choice of major (and some had double majors), six were International Business, five each were English and Communications, three were Political Science, two each were History, Spanish, Psychology, Criminal Justice, and Philosophy. One each was for Graphic Design, International Studies, Computers, Anthropology, Photography, and Math. Four gave no answer on their major. Some indicated that they would be interested in choosing French Studies as a second major subject.

### III. Curriculum

#### A. Describe the curriculum for the program. List all anticipated courses and provide brief descriptions of each.

Major: French Studies

Degree: Bachelor of Arts

Prerequisites (16 semester hours)

FRE 1120	4.0	Beginning French I
FRE 1121	4.0	Beginning French II
FRE 2240	3.0	Intermediate French I
FRE 2241	3.0	Intermediate French II

Or demonstrate proficiency at the intermediate level.

Students entering with previous course work in French should meet with French faculty or the Language Coordinator to determine their level of proficiency and proper placement. The Department of World Languages has also begun to implement a computerized proficiency test in French that will greatly aid in the correct placement of students.

Major Electives (taught in French) (Minimum 18 semester hours)

FOL 3930	3.0	Special Topics in Foreign Languages (in French only)
FOL 3953	3.0-6.0	Advanced Foreign Language Study Abroad (in French only)
FRE 3280	3.0	Listening Skills in French
FRE 3402	3.0	Advanced French Conversation
FRE 3420	3.0	Advanced French Grammar
FRE 3440	3.0	French for the Professions
FRE 4420	3.0	Advanced French Composition and Stylistics
FRE 4501	3.0	France Today
FRW 3100	3.0	Survey of French Literature: Pre-19th Century
FRW 3101	3.0	Survey of French Literature: The Modern Period
FRW 3810	3.0	Reading French Texts
FRW 4301	3.0	Survey of French Culture Through Theater
FRW 4930	3.0	Special Topics in French Literature (may be repeated for credit)



Major Electives (taught in English)

(Maximum 12 semester hours)

(Focusing on France and the Francophone world)

FIL 4521	3.0	French Cinema
FOT 3510	3.0	Love in the Middle Ages
FOT 3931	3.0	Studies in Foreign Culture (French or Francophone culture only)
FRT 3550	3.0	Faces of France
FRT 3551	3.0	Francophone African Literatures and Cultures
FRT 3800	3.0	French Translation Techniques
FRT 4561	3.0	Women in French Literature and Culture
EUH 3451	3.0	France Since 1789
EUH 4294	3.0	Seminar-Modern Europe (topic on France only; i.e. French Revolution)
POS 3931 AQ	3.0	Politics and Society in France

(Focusing on Europe)

(Maximum 6 semester hours)

EUH 3120	3.0	Medieval Europe
EUH 3142	3.0	Renaissance-Reformation
EUH 3202	3.0	Enlightenment and Power: Europe 1660-1789
EUH 3205	3.0	19 <sup>th</sup> Century Europe
EUH 3206	3.0	20 <sup>th</sup> Century Europe
ARH 3410	3.0	Modern European Art I
ARH 3428	3.0	Modern European Art II
PHP 3786	3.0	Existentialism
ECS 3303	3.0	Current Issues in the Economics of the European Union
MAN 4654	3.0	Comparative Business Practices: European Union and the U.S.

**N.B.** a. Students are encouraged to take more than the minimum 18 semester hours of courses taught in French.

b. Of the 12 hours allowed in English, no more than 6 hours may be in courses focusing on Europe so that students will be exposed to the cultural and ethnic diversity of the Francophone world.

c. At least 6 hours must be selected from the literature courses listed above.

**B. What are the entrance requirements for the program?**

Prerequisites

(16 semester hours)

FRE 1120	4.0	Beginning French I
FRE 1121	4.0	Beginning French II
FRE 2240	3.0	Intermediate French I
FRE 2241	3.0	Intermediate French II

Students entering with previous course work in French should meet with French faculty or the Language Coordinator to determine their level of proficiency and proper placement. If warranted, a placement exam in French is available through the Department of World Languages.

Students who participate in an approved study abroad program will also be able to apply those credits earned toward the degree in French Studies. Currently, it is possible to attend a four-week program in Strasbourg, France and receive up to six credit hours. Students can also participate in a semester or year abroad in Louvain, Belgium at the Université Catholique de Louvain (an exchange program set up by UNF's Coggin College of Business but open to all students).

**C. Does the curriculum meet state rules on total credit hours and standardized prerequisites?**

This program does not exceed the 120 credit hour maximum. As a language program, the prerequisites of beginning and intermediate level language courses or an equivalent proficiency are standard across the SUS and nationwide.

**D. Will transfer students from Community Colleges and other four-year colleges be able to articulate smoothly into the program? Provide a list of the common lower division prerequisites required in this and other SUS programs in the field.**

As with our current French minor, students who take French courses at the community colleges will be able to continue with our intermediate and advanced level courses in French.

Prerequisites			(16 semester hours)
FRE 1120	4.0	Beginning French I	
FRE 1121	4.0	Beginning French II	
FRE 2240	3.0	Intermediate French I	
FRE 2241	3.0	Intermediate French II	

Or demonstrate proficiency at the intermediate level.

**E. Are there opportunities for collaboration with existing UNF programs that have an overlapping content?**

Collaboration with other programs is essential due to the interdisciplinary nature of the proposed program; thus, the chairs of the Departments of Art and Design, Economics, History, Philosophy, and Political Science, as well as the directors of International Studies and International Business, and the Deans of Arts and Sciences and Business Administration have been involved in the planning process for this program.

#### IV. Faculty

**What current faculty will be teaching in the program? Are they appropriately credentialed and accomplished? (Attach resumes.)**

<b>Name</b>	<b>Highest Degree &amp; Institution</b>	<b>Rank</b>	<b>Relevant Expertise</b>
Patricia Geesey	Ph.D. Ohio State University	Associate	Modern French and Francophone literature
Shira Schwam-Baird	Ph.D. Tulane University	Associate	Medieval French literature
Dale Clifford	Ph. D University of Tennessee	Associate	Modern French history
Debra Murphy	Ph.D. Boston University	Associate	European art history
David Schwam-Baird	Ph.D. Tulane University	Associate	Political science
Hans H. Koegler	Ph.D. Der Johann Wolfgang Goethe-University of Frankfurt am Main	Associate	European philosophy
Elizabeth Furdell	Ph.D. Kent State University	Professor	European history
Theo Prousis	Ph.D. University of Minnesota	Professor	European history
Karen Carter	Ph.D. University of Chicago	Assistant	French art history
Peter Scott Brown	Ph.D. Yale University	Assistant	French and European medieval art history
Keith Cartwright	Ph.D. Indiana University	Assistant	Anglophone and Francophone African and Caribbean literature
Clark Lunberry	Ph.D. University of Wisconsin at Milwaukee	Assistant	European drama and modern literature
David Sheffler	Ph.D. University of Wisconsin, Madison	Assistant	Medieval European history

## **V. Quality**

### **A. Have potential employers and/or professional societies been consulted to identify industry-driven/discipline related competencies (e.g., advanced technology)? Describe the results of the consultations.**

A Bachelor of Arts Degree in French Studies will enable students to develop critical thinking skills and to acquire a proficient level of ability to write, speak, understand, and analyze French. The mission statement for the College of Arts and Sciences in 2005-2006 UNF catalog points out that: “premier graduate and professional schools continue to give admissions preference to students who choose to major in one of the liberal arts even if they intend to pursue advanced study in a technical or professional field.” As for measuring competency in the study of a foreign language, the AATF (American Association of Teachers of French) suggests that educators use an Oral Proficiency Interview technique to evaluate the level of ability of a student’s spoken expression. This evaluation could take place during the final year of study.

### **B. What student outcomes are to be achieved? How will their achievement be measured?**

The expected learning outcome is that students will acquire proficiency in the French language and a basic critical knowledge of French and Francophone literature, history, culture, and politics, including an understanding of France’s place in the larger perspective of Europe.

Achievement will be measured in several ways. The Department of World Languages uses a Student Learning Outcomes Assessment Tool that surveys oral, written, and auditory proficiency in the target language. A random sample of written assignments from upper-division courses also provide a tool for assessing whether students have attained a sufficient level of cultural and linguistic expertise. An exit interview with the French faculty would finish the assessment process.

### **C. What general measure of program quality will be employed? (Job placement data and graduate school attendance are possible measures.)**

The French faculty will keep records on the subsequent careers of program graduates as well as possible. The Department of World Languages will publish a newsletter that will maintain contacts between faculty, current students, and alumni. Former students will be encouraged to communicate how their language studies are an asset in their professions.

### **D. Will national accreditation be sought for this program?**

No appropriate accreditation exists.

## VI. Resources

### A. Discuss the current resources that will be used to support this program. (Library, classrooms, teaching and research laboratories, office and other program related space, equipment, clinical and internship sites)

The new degree program will be delivered by instruction at the main campus. It will use currently available office and classroom space with no special additional requirements. The current 20-station language lab has sufficient capacity to serve the needs of the proposed program and there are Internet connections for all the computer stations. The UNF library has a total of some 730,000 volumes. Approximately 5000 volumes and 14 journals, magazines and newspapers are directly related to the field of French Studies (French literature, language, history, art, music and film), the UNF Library's Media Center holds an impressive collection of close to 75 French feature films and documentaries. Approximately 5000 volumes and 30 journals are indirectly related (European history, literature, colonialism, etc.).

Current faculty resources available are those of the home department of the proposed program (Department of World Languages), and the other departments whose courses would provide electives for the program (Philosophy; History; Political Science and Public Administration; Economics; Management, Marketing and Logistics; and Art and Design). As the program in French Studies becomes established, the increase in enrollments and programmatic needs will warrant the hiring of a third French faculty member.

### B. What additional resources will be needed? Complete the table below and comment on how the funds are to be secured.

Our library holdings in French Studies published in English are currently sufficient. However approximately one hundred volumes should be purchased to expand our holdings, particularly in literature, published in French. Four French periodicals (either paper or online) should be purchased to support the program.

	Faculty FTE	Support Staff	Equipment	Operating Expenses	Library Support	Space
1 <sup>st</sup> Year of implementation					\$3,000	
2 <sup>nd</sup> Year					\$ 2,000	
3 <sup>rd</sup> Year					\$ 1,000	
4 <sup>th</sup> Year					\$ 500	
5 <sup>th</sup> Year					\$ 500	