



Alliance Française

Arabie Saoudite

الليانس الفرنسية
المملكة العربية السعودية

Proposal #1
October 26th, 2021

TRAINING PROPOSAL FOR FRENCH COURSES FOR THE VET BY BUNYAN



CHOOSE THE BEST PARTNER TO LEARN FRENCH

1. OUR EXPERTISE

Founded in 2010, Alliance Française d'Arabie Saoudite (AFAS) is the official French language institute and cultural center in Saudi Arabia.

- AFAS is part of the global Alliances Françaises network, a more than 130 years old institution counting more than 800 branches around the world.
- AFAS is recognised for the high quality of its educational programmes, of its teaching and of its cultural events.
- It aims to promote and facilitate French language learning and to build bridges between **Francophone and Saudi cultures**.
- AFAS welcomes more than **1000 students a year** through its four branches across the Kingdom of Saudi Arabia : two in **Riyadh**, As Safarat established for the past 10 years in the heart of the Diplomatic Quarter, and Ar Rabi'h, one each in **Jeddah** and in **Al Khobar**. AFAS also operates in the cities of Yanbu and Mecca in partnership with the local chambers of commerce.
- Since 2018, AFAS has been engaged with the **Royal Commission for Al Ula** to support all Al Ula students in learning French, whether to pave the way for successful study projects in France and careers opportunities or for discovering Francophone cultures and live an authentic French experience.
- AFAS, in partnership with the French Embassy and other Saudi-based institutions, offers a **diverse and exciting cultural program** throughout the year. Conferences, concerts, workshops, film screenings, festivals and many other events are organized in order to experience and share the passion for French and Francophone cultures, within the framework of a constant dialogue with the Arabic and Saudi language and culture.



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2. OUR EXPERTISE

All over the world, Alliance française developed an expertise in offering quality educational programmes in the field of French as a foreign language as well as rich and diverse cultural events.

In addition to basic French courses, we developed an expertise in offering **French for Business / French for Specific Objectives courses** (tourism, catering, hospitality, medical, transportation, etc.). These courses allow the students to acquire or to perfect their skills in French within the framework of their professional activity or of their studies. The objectives, the contents and the organisation of the training are the subject of a preliminary evaluation of the students' specific needs and expectations in order to develop a tailor-made training plan. Short-term professional oriented courses focus on professional French, according to the specific professional needs and reinforcement of oral skills in French.



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TERMS & CONDITIONS



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This proposal aims at training students enrolled in the following training programmes : culinary diploma, food & beverage service diploma, hotel admin diploma and rooms diploma. It is however subject to the following conditions :

Sanitary regulations in the context of COVID-19 pandemics :

- AFAS shall be duly authorised to conduct group classes by Saudi authorities;
- One teacher will be allocated during the programme for French language;
- AFAS shall have at least one equipped classroom but shall be given extra ones, depending on the number of students;
- In the case of health regulations preventing onsite classes, classes shall be held online.

Bunyan shall provide access to fully equipped classrooms, including whiteboard, video-projector and permanent Internet High-speed access.

The project shall be supervised by Ms Nabila Lakourai, project manager AFAS. Teachers implementing the project shall be placed under Ms Lakourai's supervision. AFAS will focus on selecting experts in French for business, with Master level diploma in French as a foreign language.

Students shall be expected to attend 100% of the classes and activities organised within the scope of the training, complete specific tasks, modules, exercises outside class / coaching time. The homework shall be accounted for in the individual assessment of the students.

FRENCH COURSES AND LEARNING APPROACH

All our courses are based on the **Common European Framework of Reference for Languages**. We use an action-oriented approach : learners work on concrete and genuine goals, directly related to their professional life, depending on their professional needs : writing an email, answering the phone, taking part in a conversation with a client, etc. We will form groups accordingly and design tailor-made and adapted teaching contents.

For the 4 training programmes, we recommend at least **24 hours** for each module (fondation, intermediate and advanced).

Basic French for fondation module : 24h (of which 4h of intercultural workshops) :

Culinary diploma	F&B Service diploma	Hotel admin diploma	Rooms diploma
Service client : accueillir et renseigner un client	Service client : accueillir et renseigner un client Savoir prendre une commande, répondre aux questions des clients et demander des informations complémentaires	Front office : accueillir et renseigner un client, identifier les fonctions du réceptionniste et renseigner un client sur les caractéristiques de l'hôtel / Décrire. Analyser les besoins du client / reformuler ses besoins / faire confirmer et compléter une information	Front office : accueillir et renseigner un client / service client
Compétences professionnelles / mise en action : <ul style="list-style-type: none"> - Accueillir et renseigner un client - Présenter une formule (un menu déjeuner, etc.) - Prendre une commande complète - Facturer / faire payer 		Compétences professionnelles / mise en action : <ul style="list-style-type: none"> - Accueillir et renseigner un client - Préparer un devis adapté aux exigences du client - Prendre une réservation / Fixer la date et l'heure d'une réservation par téléphone / Confirmer, reporter et annuler une réservation 	

Basic French for intermediate module : 24h (of which 4h of intercultural workshops)

Culinary diploma	F&B Service diploma
<p>F&B Service Basics</p> <p>Service client pour l'équipe culinaire</p>	<p>L'excellence du service client</p> <p>Recommander / conseiller</p> <p>Traiter des réclamations</p>
<p>Compétences professionnelles / mise en action :</p> <ul style="list-style-type: none"> - Décrire et recommander un plat - Traiter une réclamation 	

Hotel admin diploma	Rooms diploma
<p>Front office operations</p> <p>Les bases de l'art culinaire</p>	<p>Front office operations</p> <p>L'excellence du service client</p> <p>F&B Service Basics</p>
<p>Accueillir un client, répondre à des réclamations et facturer un séjour.</p> <p>Conseiller le client au téléphone et/ou par email.</p>	
<p>Compétences professionnelles / mise en action :</p> <ul style="list-style-type: none"> - Conseiller un hébergement - Traiter une réclamation 	

Basic French for advanced module : 24h (of which 12h of intercultural workshops) :

Culinary diploma	F&B Service diploma
Gastronomic trends and innovations	Gastronomic trends and innovations
L'excellence du service client	Cultural awareness / L'ouverture culturelle
	Introduction to restaurant sales & marketing
Compétences professionnelles / mise en action : <ul style="list-style-type: none">- Argumenter pour vendre- Traiter les demandes et les réclamations	

Hotel admin diploma	Rooms diploma
Hotel trends and innovations	Hotel trends and innovations
Cultural awareness	Cultural awareness
	MICE (meetings, incentives, conferences, and exhibitions) and events organisation
Compétences professionnelles / mise en action : <ul style="list-style-type: none">- Argumenter pour vendre- Traiter les demandes et les réclamations	

OPTIONAL : CULTURAL WORKSHOPS AND MASTER CLASSES

In addition to the 24 hours of French classes, we offer cultural workshops and master classes :

- **Cultural workshops** : the art of butler service, the French culinary art, trends and innovation in the field of hospitality and food service industry, etc.)
- **Master classes** with expert guests

QUOTATION

FIXED COSTS



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BASIC FRENCH COURSES FOR PROFESSIONALS :

- Groups from 1 to 5 students : -- sar per hour
- Groups from 6 to 10 students : -- sar per hour
- Beyond 10 : price per student -> -- sar per student per hour

Schedule depending on the demand.

FONDATION MODULE : 24H

- Groups from 1 to 5 students : --- sar
- Groups from 6 to 10 students : --- sar
- Beyond 10 : price per student -> --- sar per student per hour

INTERMEDIATE MODULE : 24H

- Groups from 1 to 5 students : --- sar
- Groups from 6 to 10 students : --- sar
- Beyond 10 : price per student -> --- sar per student per hour

ADVANCED MODULE : 24H

- Groups from 1 to 5 students : --- sar
- Groups from 6 to 10 students : --- sar
- Beyond 10 : price per student -> --- sar per student per hour

OPTIONAL: CULTURAL WORKSHOPS AND MASTER CLASSES

On demand.