

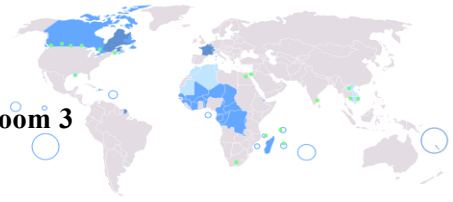
## ***BUSINESS and CULTURE in the FRANCOPHONE WORLD***

**FR 321S/ ICS 357S**

**MMS Certificate**

**Wednesdays and Fridays 10:05-11:20**

**W Social Sciences 311/ F LINK Classroom 3**



**Professor Reisinger**

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**Office: 06 Languages Building**

**Office hours: WF 11:30-12:30\***

### COURSE DESCRIPTION

In this course, we will analyze cross-cultural issues in the Francophone world to increase our understanding of the global marketplace. Course content will focus on 1) oral and written communication (correspondence, meeting protocol, negotiation) 2) business models (traditional as well as micro-lending and social entrepreneurship) and 3) marketing (linguistic, advertising, case studies). Particular emphasis will be placed on how language and culture impact the global business environment. At the end of the course, you will be prepared to take the Paris Chamber of Commerce exam, which will be offered at Duke on Saturday, April 13<sup>th</sup>. All coursework will be conducted and completed in French.

Prerequisite: You must have completed a minimum of two years of university French or the equivalent. If you have not used your French in two semesters or more, please see me right away.

### COURSE OBJECTIVES

French 321 is designed to give you the skills necessary to work within a cross-cultural environment, either in the US, Canada, or abroad. To that end, we will study various aspects of the French and Francophone business world, and our texts will include articles from French business journals, magazines, and streaming news reports. Likewise, your own assignments will be diverse in nature, and will include a cross-cultural negotiation, a reflective portfolio, a case study, and a digital marketing project. In this course, you will:

- ❖ learn business-related vocabulary and concepts through self-regulated study and in-class practice
- ❖ refine your formal oral presentation skills via constructive feedback techniques and frequent practice
- ❖ develop an understanding of business models and marketing techniques by studying authentic case studies
- ❖ enhance your critical thinking skills by assessing and solving real world problems
- ❖ develop the personal and intercultural competencies that are a prelude to working with diverse populations; these include leadership, risk-taking, creativity, relationship-building, and innovation

### TEXTS, FILMS, and ACTIVITIES

- ❖ All texts are available on e-reserves or as PDFs accessible through our Sakai site. Films will be available in streaming format or viewed in class.
- ❖ As a participant in the Global Simulation, you will receive your confidential role by email.

### RECOMMENDED

- ❖ For reading, an unabridged French-French dictionary. *Le Grand Robert* is available online through Duke libraries at <http://guides.library.duke.edu/french>. For a practical French-English dictionary, you may wish to use Word Reference: <http://www.wordreference.com/fr/>. For writing, an unabridged French-English dictionary is essential (*Harrap's, Larousse, Collins*). Dictionaries are available for purchase in the bookstore and also available for onsite use at Perkins Library.

❖ For specific business vocabulary, I suggest the following: <http://granddictionnaire.com>

ATTENDANCE Daily attendance is expected in this course. One unexcused absence will be allowed before your grade is lowered; for each additional absence, you will lose one percentage point of your overall grade. If you are absent, it is your responsibility to contact a peer to find out what you missed so that you come prepared when you return to class. If you know you will be absent from a class, please inform me *before* the absence and submit assignments in advance. If you are incapacitated by a serious illness and cannot attend class, you must submit the University's Short Term Illness Notification Form (STINF) as soon as possible, and no later than the evening of the missed class; the form and relevant information can be found at <http://trinity.duke.edu/academic-requirements?p=policy-short-term-illness-notification>. If you are a member of a team and know you will need to be absent from class for participation in a sports event, you must bring your team travel schedule signed and dated by your coach at the beginning of the semester. There are no make-ups or late work in French 321.

<u>ASSESSMENT</u>				
	Homework and Participation	10 %	Writing Portfolio	15 %
	News Presentation	5 %	Country profile/Case study	15 %
	Quizzes	15 %	Languages in Durham	10 %
	Global Simulation	10 %	Marketing Project	20 %

HOMEWORK and PARTICIPATION: You are expected to *actively* read and complete all assignments, to ask and answer pertinent questions related to the course materials, and to fully engage in group/team activities and class discussions. A warm body does not constitute good participation: you must speak willfully and engage your classmates! Teamwork is also an essential component of this class, and of the business world. Employers state that most undergraduate students are not adequately prepared for this kind of work, which requires collaboration as you cross disciplinary and personal boundaries. Many of our assignments will involve team-based projects.

Homework will include oral and written work. All assignments, as well as regular announcements, will be posted on our Sakai site, so do check it frequently.

*Thank you for turning your cell phone off in class, for not eating in the classroom, and for not leaving class unless it is an emergency. Please respect these guidelines, as they substantially improve the quality of discussion and engagement in the classroom.*

\*If you have questions about your work, would like additional feedback, or would like to chat about all things French, please do not hesitate to contact me. Office hours rarely match up with schedules, so I encourage you to contact me for an appointment, whether that be virtual (phone, chat, email) or F2F (office meeting, Flunch, FINvite, etc).

WRITING PORTFOLIO: The goal of the portfolio is to allow you to think creatively about how you want to live your life. Research shows that we do this best through writing, and through telling stories. Using a space of your own design (web site, blog, scrapbook, journal), you will answer a series of 15 questions over the course of the semester.

NEWS PRESENTATION (*exposé éco*): As part of your coursework, you will watch weekly broadcasts of economic news on France 24 (*Intelligence économique* and/or *L'invité de l'éco*). On one occasion during the semester, you will work with a partner to both summarize and animate the weekly debate in a 15-minute presentation to the class.

QUIZZES: Short quizzes will cover the vocabulary from the *Vocabulaire Progressif* text (available through our Sakai site), as well as cultural content. There will be 3 announced quizzes during the semester.

GLOBAL SIMULATION (*simulation globale*): You will participate in a cross-cultural simulation designed to give you extended practice in communicating business and interpersonal skills in the context of another language and culture. You will receive more specific information on your role as the date approaches. Following the simulation, you will submit a brief two-page reaction paper.

COUNTRY PROFILE/CASE STUDY (*profil/étude de cas*): For this project, you will work in teams to create a portfolio on a Francophone country or French-speaking province. Your research will demonstrate a thorough understanding of the business climate, and will contain a comprehensive report on one major business or professional enterprise in the chosen geographic area. Each team will present its report to the class in a 15-minute presentation.

LANGUAGES in DURHAM: Our class' community outreach component includes an interview with a native French speaker who lives in the Durham area. You and a partner will contact a person of Francophone heritage and conduct a video interview with him or her about his work life in Durham to display on the Languages in Durham web site. A list of potential interviewees will be provided.

MARKETING PROJECT (*campagne publicitaire*): For your final project, teams will compete to create a marketing campaign for the AATF (American Association of Teachers of French)'s Business and Economics Commission. Tasks include developing a branding, marketing, and social media strategy for the commission, as well as print and/or digital media advertisements. In-class presentations will involve a marketing pitch to the class and should last approximately 20 minutes. Final documents will be due during the finals period and should incorporate peer evaluation and teacher feedback.

EXAMEN de la CCIP: This course prepares you to take the *Chambre de Commerce et d'Industrie de Paris Ile-de-France Diplôme de français professionnel AFFAIRES B2 (DFP-B2, épreuves écrites et orales)*, which will be administered at Duke on Saturday, April 11. The oral portion of the exam lasts 45 minutes and takes place in the morning; the written portion will be held from 2-5 pm. The cost is \$165, and you must sign up for the exam in February. This optional exam represents proficiency in doing French for Business and is very impressive documentation to put on your c.v.! For more information, see our Sakai site.

DUKE COMMUNITY STANDARD: Your participation in this course comes with the expectation that your work will be completed in full observance of the Duke Community Standard (<http://www.integrity.duke.edu/ugrad/student.html>). If you have any questions about your responsibilities within this course, please do not hesitate to consult me.

ACCOMMODATIONS: If you have a documented disability and need accommodations or have questions, please contact either Donna Hall, Director of the Academic Resource Center, at [dhall@duke.edu](mailto:dhall@duke.edu) or John Blackshear, Clinical Director of the Academic Resource Center; at [john.blackshear@duke.edu](mailto:john.blackshear@duke.edu).



## Programme du cours 2015

	mercredi 10:05-11:20	vendredi 10:05-11:20
<b>Comprendre le monde des affaires</b>		<u>9 janvier</u> <i>Introduction au cours</i> Affaires, langue et culture : La France, La Francophonie, et la mondialisation
<b>La communication en entreprise : l'entreprise et sa culture</b>	<u>14 janvier</u> <i>Se connaître, se présenter, téléphoner, prendre rendez-vous</i> Morrison and Conway, <i>Kiss, bow or shake hands</i> (les deux versions) VP : Téléphoner (18-24)	<u>16 janvier</u> <i>La diversité des entreprises locales</i> Triangle Francophone Businesses VP : Types d'Entreprises et secteurs d'activité (40-45)
<b>Différences culturelles</b>	<u>21 janvier</u> <i>Regards transatlantiques</i> Nisslé et Loopesko, <i>Pourquoi Bill n'achète-t-il pas mon fromage ?</i> (105-171), <i>At the Heart of Bull</i>	<u>23 janvier</u> <i>La culture d'entreprise</i> Kaplan, <i>L'amie américaine : Chroniques d'une New-Yorkaise à Paris</i> (37-53), Isnard et Zuber, <i>L'Open space m'a tuer</i> , « Le nouveau wording », « Open stress », « Fesse book », Richer, « Une société sous tension: la France championne du stress au travail » VP : Culture d'entreprise (46-49)
<b>Différences Culturelles</b>	<u>28 janvier</u> Renaut, « Disneyland Paris : A class of cultures » (125-137), Cordonnier, « Comment Disneyland Paris s'est réconcilié avec le public français » Etude de cas 2013 <b>Quiz</b>	<u>30 janvier</u> <i>Travail sur le portail francophone à Durham Partie I</i> <b>Portfolio 1 : votre passé</b>
<b>Créer une entreprise : l'entrepreneuriat</b>	<u>4 février</u> <b>Présentations :</b> <b>Profils et études de cas</b>	<u>6 février</u> <i>Cas d'entreprise</i> <u><a href="#">Créer une entreprise</a></u> <u><a href="#">Les femmes et l'entrepreneuriat</a></u> « La France qui réussit », Lestavel, « Ces salariés qui travaillent en mode start-up » (100-101) Lecompte, « Chez Danone, tout le monde est entrepreneur » (60-66) VP : Production (74-79) <b>Exposé éco</b>

<p><b>Les Ressources humaines : Conflits, grèves, et négociations</b></p>	<p><u>11 février</u>  <i>Emploi et chômage : La grève, les syndicats, les droits des salariés</i>  <a href="http://www.cgt.fr">www.cgt.fr</a>,  <i>Génération CV</i> (extraits)            VP : Ressources Humaines (60-72)  <b>Exposé éco</b></p> <p><b>Portfolio 2 : votre présent</b></p>	<p><u>13 février</u>  <i>Réunions et négociations</i>            Cogan, <i>French Negotiating Behavior</i>            « Negotiating with the French »            (e: 237-255)            VP : Réunion de travail (10-17)  <b>Exposé éco</b></p>
<p><b>Ressources humaines</b></p>	<p><u>18 février</u>            Discussion du film:  <i>Ressources humaines</i>            Introduction à la simulation globale</p>	<p><u>20 février</u>  <i>Travail sur le portail francophone à Durham partie II</i>  <b>Quiz</b></p>
<p><b>Simulation Globale</b></p>	<p><u>25 février</u>            Simulation globale</p>	<p><u>27 février</u>            Simulation globale</p>
<p><b>L'entrepreneuriat social et les ONG</b></p>	<p><u>4 mars</u>  <a href="#"><i>Entreprendre autrement</i></a>            Bornstein, <i>Comment changer le monde</i>,            Lescuyer, T. et Chibani-Jacquot  <i>Guide de l'entrepreneuriat social</i>  <b>Exposé éco</b></p>	<p><u>6 mars</u>  <i>Etudes de cas en ES, ONG, microfinance</i>            Cas en entreprise : Unis-cité,            Ashoka, Echoing Green, Mouves, Singa  <a href="#"><i>Awa: Une femme africaine</i></a>  <a href="#"><i>Stand up HEC 93</i></a></p>
<p><i>vacances</i></p>	<p><i>de</i></p>	<p><i>printemps</i></p>
<p><b>Entrepreneuriat social</b></p>	<p><u>18 mars</u>            Dees, « The Meaning of Social Entrepreneurship »,  <i>Who Cares?</i>  <b>Exposé éco</b></p>	<p><u>20 mars</u>  <i>Etudier le marché</i>            Création artistique, Stratégie, Intégration de marque, Médias sociaux et numériques            Lestavel, « La recette de Burger King »            (34-36)            VP : Le marché (92-95)  <b>Portfolio 3 : votre futur</b></p>
<p><b>Marketing : Présentation</b></p>	<p><u>25 mars</u>  <i>Produit, marque et positionnement</i>            Brillet, « Longchamp ou l'art d'utiliser une égérie » (e : 32-34),            Soma, « Lego a enfin le droit de jouer »            (42-43)            Culturepub.fr            VP : Marketing (96-99)  <b>Exposé éco</b></p>	<p><u>27 mars</u>  <i>Travail dirigé</i>            Invité  <b>Portfolio à rendre</b></p>
<p><b>Marketing : Publicité</b></p>	<p><u>1 avril</u>  <i>Communication commerciale et vente</i>            Halary, « Les techniques de la pub pour nous faire craquer » (e : 64-66)            Carmine, « Les recettes de Kraft »            (62-63)            VP: Marketing (100-113)</p>	<p><u>3 avril</u>  <i>Hi vs. Low context advertising</i>            Haig, <i>100 Grands Flops</i> (1-18),            Martin, « Adapting for the French Market » (e: 126-163)  <b>Quiz</b></p>

	<b>Exposé éco</b> <i>we speke</i>	
<b>Marketing : Stratégies</b>  <b>*EXAMEN CCIP : le samedi 11 avril*</b>	<u>8 avril</u> <i>Révision du DFP-B2</i> Correspondances formelle et informelle Jeu témoin <b>Exposé éco</b>	<u>10 avril</u> <i>Stratégies de groupe</i> « Les secrets du luxe français » (54-69), « <a href="#">Pourquoi la France est championne du luxe ...</a> » <a href="http://journalduluxe.fr/luxe/Entretien%20sur%20NPR">http://journalduluxe.fr/luxe/ Entretien sur NPR</a>
<b>Présentations</b>	<u>15 avril</u> <i>Le cas de Québec: L'OQLF et <a href="#">le respect de la loi</a></i> Martin, "Language policy and Multilingual Advertising in France" (83-95)	<u>17 avril</u> <b>Présentations : Campagnes publicitaires</b>
<b>Conclusions</b>	<u>22 avril</u> <b>Conclusions</b>	

le lundi 29 avril 2015

A rendre la copie finale de votre campagne publicitaire