BUSINESS and CULTURE in the FRANCOPHONE WORLD

FR 321S/ICS 357S
MMS Certificate
Mondays and Wednesdays 3:05-4:20
The Link - Classroom 4

Professor Reisinger
debreis@duke.edu
Office: 06 Languages Building
Office hours: W1:30-2:30 and by appt.

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 9th. 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 through our Sakai site. Films are available in streaming format or will be 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.
DEVICE POLICY: The use of laptops, cell phones, and other devices is not permitted during class. Their use distracts rather than enhances the learning process for you and those around you. Plan to copy/print class outlines from Sakai on which you can add examples or other notes during class. Please respect these guidelines, as they substantially improve the quality of discussion and engagement in the classroom.

| ASSESSMENT          | Homework and Participation 15 % | Writing Portfolio 15 % | Current events 10 % | Country profile/Case study 15 % | Quizzes 15 % | Marketing Project 20 % | Global Simulation 10 % |

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.

*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 this writing 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, to be turned in in final form on April 6.

CURRENT EVENTS (exposé éco): As part of your coursework, you will watch weekly broadcasts of business 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. Exposé topics should align with course content and give you the opportunity to apply your studies to current debates in the Francophone world.

QUIZZES (contrôles): These three announced assessments will cover the vocabulary from the Vocabulaire Progressif text (available through our Sakai site), course readings, and class discussions.

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.

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.

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 15 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 9. The oral portion of the exam lasts 1 hour and takes place in the morning; the written portion lasts 3 hours and will be administered during the afternoon. 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 or John Blackshear, Clinical Director of the Academic Resource Center; at john.blackshear@duke.edu.
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<th>Programme du cours 2016</th>
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| **Comprendre le monde des affaires** | 13 janvier  
Introduction au cours  
Affaires, langue et culture  
La France, La Francophonie, et la mondialisation |
| **La communication en entreprise** | 18 janvier  
congé (MLK)  
Se connaître, se présenter, téléphoner, prendre rendez-vous  
Morrison and Conway, Kiss, bow or shake hands  
(les deux versions)  
VP : Téléphoner (18-24) |
| **La diversité de l’entreprise et sa culture** | 20 janvier  
La diversité des entreprises locales  
Introduction au Portfolio  
VP : Types d’Entreprises et secteurs d’activité (40-45)  
25 janvier  
La diversité des entreprises locales  
Introduction au Portfolio  
VP : Types d’Entreprises et secteurs d’activité (40-45)  
27 janvier  
Regards transatlantiques  
Nisslé et Loopesko, Pourquoi Bill n’achète-t-il pas mon fromage ? (105-171),  
Film : Cultural Diversity at the Heart of Bull |
| **La Culture d’entreprise** | 1 février  
La culture d’entreprise  
Kaplan, L’amie américaine : Chroniques d’une New-Yorkaise à Paris (37-53),  
Isnard et Zuber, L’Open space m’a tuer : « Le nouveau wording », « Open stress », « Fesse book »,  
Richer, « Une société sous tension »”,  
*Entre stress et incivilités, dans l’enfer de l’Open Space*  
VP : Culture d’entreprise (46-49)  
Portfolio 1 : votre passé  
3 février  
Renaut, « Disneyland Paris : A class of cultures » (125-137),  
Cordonnier, « Comment Disneyland Paris s’est réconcilié avec le public français »  
Etude de cas 2013  
Contôle |
| 8 février  
*Présentations* :  
Profils et études de cas  
** Créer une entreprise : l’entrepreneuriat** | 10 février  
Cas d’entreprise  
Créer une entreprise  
Les femmes et l’entrepreneuriat  
« La France qui réussit »,  
Mora, « Réussir en France Oui, c’est possible » (68-75)  
Lecompte, « Chez Danone, tout le monde est entrepreneur » (60-66)  
VP : Production (74-79)  
Exposé éco  
15 février  
Emploi et chômage : La grève, les syndicats, les droits des salariés  
[www.cgt.fr](http://www.cgt.fr)  
VP : Ressources Humaines (60-72)  
Exposé éco  
17 février  
Réunions et négociations  
Cogan, French Negotiating Behavior « Negotiating with the French » (e: 237-255)  
VP : Réunion de travail (10-17) |
| **Les Ressources humaines : Conflits, grèves, et négociations** |  |
| Ressources humaines | Exposé éco  
Portfolio 2 : votre présent |
|---------------------|---------------------------------|
| 22 février          | Discussion du film:  
Ressources humaines  
Exposé éco |
| 24 février          | Contrôle  
Introduction à la simulation globale |
| Simulation Globale  | 29 février  
Simulation globale |
| L'entrepreneuriat social et les ONG | 7 mars  
**Entreprendre autrement**  
Dees, « The Meaning of Social Entrepreneurship »,  
Bornstein, Comment changer le monde,  
Lescuyer, T. et Chibani-Jacquot  
Guide de l'entrepreneuriat social |
|                     | 9 mars  
Etudes de cas en ES, ONG, microfinance  
Cas en entreprise : Unis-cité,  
Ashoka, Echoing Green, Mouves, Singa  
Film: **Awa: Une femme africaine**  
**Stand up HEC 93**  
Film: Who Cares?  
Exposé éco |
| vacances de printemps | 21 mars  
Création artistique, Stratégie, et Intégration de marque  
Médias sociaux et numériques  
Marcellis-Warin et Warin, « Gérer sa réputation à l'heure des réseaux sociaux » (95-99)  
Barsier, « Médias 2016 » (16-33)  
VP : Le marché (92-95) |
| Marketing : Présentation | 23 mars  
Étude de cas : Burger King en France  
Lestavel, « La recette de Burger King » (34-36)  
« Ça y est, Burger King a mangé Quick »  
Exposé éco |
| Marketing : Positionnement | 28 mars  
Produit, marque et positionnement  
Culturepub.fr (émissions)  
Soma, « Lego a enfin le droit de jouer » (42-43)  
VP : Marketing (96-99)  
Portfolio 3 : votre futur |
|                     | 30 mars  
Communication commerciale et vente  
Halary, « Les techniques de la pub pour nous faire craquer » (e : 64-66)  
Carmine, « Les recettes de Kraft » (62-63)  
VP: Marketing (100-113) |
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<tr>
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<th>Marketing : Publicité et public</th>
<th>4 avril</th>
<th>6 avril</th>
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<tr>
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<td><em>EXAMEN CCIP : le samedi 9 avril</em></td>
<td>Hi vs. Low context advertising</td>
<td>Révision du DFP-B2</td>
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<td>Stratégies de groupe</td>
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<td>« Les secrets du luxe français » (54-69), « Pourquoi la France est championne du luxe … »</td>
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<td><a href="http://journalduluxe.fr/luxe/">http://journalduluxe.fr/luxe/</a> Entretien sur NPR Exposé éco</td>
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<td>Présentations</td>
<td>18 avril</td>
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<td>Le cas de Québec: L'OQLF et le respect de la loi Martin, “Language policy and Multilingual Advertising in France” (83-95)</td>
<td>Présentations : Campagnes publicitaires</td>
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<td>Présentations et Conclusions</td>
<td>25 avril</td>
<td>27 avril</td>
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<td>Présentations : Campagnes publicitaires</td>
<td>Conclusions</td>
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<td>A rendre la copie finale de votre campagne publicitaire, ainsi qu'une réflexion de 2 pages</td>
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