
Global Business and Industry: France at the Crossroads

COURSE DESIGNATOR MONT 3802

Language of Instruction French

NUMBER OF CREDITS 3

Contact Hours 45 contact hours

COURSE DESCRIPTION

This course will examine similarities and differences among US, French and global business and industry environments and cultures. Topics will include the European Union (EU), as well as institutional, political, legal and socio-cultural factors at work in the contemporary business and industrial landscape. Students will learn and examine various contexts in business, education, workplace culture, and career pathways and options in France and abroad.

INSTRUCTOR

Professor Max Barahona

COURSE OBJECTIVES

On completion of this course, students will be able to:

- Identify key issues facing French culture, society, businesses, and industries today, including how they are influenced by EU economic integration, institutions, policies and regulations.
- Develop a critical, theoretical and practical understanding of business and industries within the European Union and the greater global context.
- Recognize the impact of social, economic and cultural factors upon international and global businesses and industries.
- Understand how diversity influences business communication processes, like first encounters, communication, meetings, negotiation and feedback.
- Apply critical thinking in analyzing empirical information.
- Engage in group projects in a structured and efficient manner.
- Explore potential career opportunities in France and abroad.

METHODOLOGY

Classroom lectures/discussions, media analysis, group case projects, field trips.

Classroom sessions (30 hours face to face sessions) will focus on establishing a common theoretical framework to use in analyzing various aspects of the US, French, European and global cultures and business or industry environments. Particular focus will be placed on French practices.

Field visits (10 hours) to locally based companies, organizations, often emblematic of a particular industry in France, will be part of the course, which will serve to gather insights for students' group case study/project.

MATERIALS and BIBLIOGRAPHY

Lectures, video presentations, media analysis, group discussions, in-class assignments, small presentations.

- "Intercultural Communication: A Reading." (12 ed.) Samovar, L. A., Porter, R. E. & McDaniel, E. R.
- "Sixty Million Frenchmen Can't Be Wrong." Nadeau, J. & Barlow, J.
- "Communicating Globally: International Business and Intercultural Communication." Schmidt, W. V., Conaway, R. N., Easton, S. S., Wardrobe, W. J.

COURSE PREREQUISITES

Students must have a minimum level of B1 (Threshold or Intermediate) in the Common European Language Framework or have completed the equivalent of FREN 1004 in the University of Minnesota system.

GRADING

Mid-term exam	25%
Participation / attendance	25%
Final exam	50%
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Overall grade	100%

CRITERIA FOR GRADING AND GRADING STANDARDS

Summary of how grades are weighted:

Grading Rubric		
A	95+	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90-94	Achievement that is significantly above the level necessary to meet course requirements.
B+	86-89	
B	83-85	
B-	80-82	Achievement that meets the course requirements in every respect.
C+	76-79	
C	73-75	
C-	70-72	Achievement that is worthy of credit even though it fails to meet fully the course requirements.
D+	66-69	
D	60-65	
F	<60	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

CLASS SCHEDULE AND DESCRIPTION

SESSION 1	
LESSON 1	<p>Introduction to course and the French/European business and industry environment</p> <ul style="list-style-type: none"> ● Overview of the general organization of the course. ● France/EU in the global context; understanding country-specific industries within that global context ● Introduction to the key figures: percentage of population, global GDP, foreign investment and

how this compares with the U.S.

SESSIONS 2-3

LESSONS 2-3

European Business and Industrial Environment

- The establishment and development of the EU – overview.
- Key E.U. institutional players and decision-making processes.
- Economic issues.
- Regional differences in economic development; examining region-specific needs from an industry standpoint
- Cultural differences and similarities in Europe and how they influence management of European businesses.
- E.U. Lobbying; competition policy; Marketing; Human Resource Policy; Political/Legal Environments; Financial systems.
- Field visits.

SESSIONS 4-6

LESSONS 4-6

French Business Environment

- The French economy: general considerations and issues
- Political and legal environments; human resource management comparison/contrast with E.U., U.S. and international environments; labor legislation, relations and supply (employer/employee relations and regulations, hiring and firing requirements, health and safety, unions, etc.)
- Establishing and operating French businesses within France, E.U., and/or internationally (presentation of different forms of businesses); investments and incentives; regulatory environment; marketing and communications
- Field visits.

SESSION 7

LESSON 7

Review & Midterm exam.

SESSIONS 8-11

LESSONS 8-11

French/European Business Culture & Career Exploration

- Comparative French/European/U.S. business education and career pathways.
- Business etiquette in France and the E.U. states, and the influence of the different cultures.
- Understand how diversity influences business communication processes, like first encounters, communication, meetings, negotiation and feedback.

	<ul style="list-style-type: none"> ● Workplace cultures. ● Race and gender in the workplace in France and the E.U. ● Hiring practices in France and E.U. ● What French/European recruiters are look for in employees. ● Immigration Requirements and expatriate employees. ● Creating an ‘elevator speech’ and a European CV. ● Networking in France and Europe. ● Conducting employer and internship research. ● Field visits.
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SESSION 12	
LESSON 12	Final Research Paper/Project

UNIVERSITY OF MINNESOTA POLICIES AND PROCEDURES

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else’s work as your own, can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

SCHOLASTIC DISHONESTY:

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an “F” or “N” for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

STUDENT CONDUCT

The University of Minnesota has specific policies concerning student conduct and student needs. This information can be found on the Learning Abroad Center website.