



APPLIES TO ACADEMIC YEAR 2010/2011

## SPÅ 2921 Business communication in French - Written

### Programme

Bachelor in Business Administration (2. year), Bachelor in International Marketing (2. year),  
Bachelor in Marketing (2. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

The course is an introduction to written French business communication, focusing on aspects of business in the French society to which Norwegians in particular must pay attention.

### Learning outcome

#### Acquired knowledge

- French economic terminology
- Knowledge of the French society as basis for the economic organization of the country
- French-Norwegian trade

#### Acquired skills

- Students will be able to translate economic texts into French and write essays.

#### Reflection

- Students will develop their awareness of differences between Frenchmen and Norwegians
- Students will develop their ability to cooperate with Frenchmen by means of knowledge and information

### Prerequisites

French from upper secondary school or equivalent

### Compulsory reading

#### Collection of articles:

Georges Gaspard og Terje Selmer. 2010. Le français professionnel. Skriftlig og muntlig kommunikasjon for næringslivet. Handelshøyskolen BI.

- A la découverte de la France, [www.diplomatie.gouv.fr/france/geography](http://www.diplomatie.gouv.fr/france/geography), 2010
- Les institutions françaises, [www.diplomatie.gouv.fr/france/institutions](http://www.diplomatie.gouv.fr/france/institutions), 2010
- Les symboles de la République, [www.diplomatie.gouv.fr/france/symboles](http://www.diplomatie.gouv.fr/france/symboles), 2010
- 2000 ans d'histoire, [www.diplomatie.gouv.fr/france/history](http://www.diplomatie.gouv.fr/france/history), 2010
- L'enseignement en France, [www.diplomatie.gouv.fr/france/education](http://www.diplomatie.gouv.fr/france/education), 2010
- Comment peut-on être français ? LE NOUVEL OBSERVATEUR, 1er- 7 juin 2006, François Armanet et Gilles Anquetil
- L'Ecole Supérieure de Commerce de Paris (ESCP) ESCP.COM, 2010
- Lobbying et corruption . Jean Quatremer, LIBERATION, 2006
- Lobbies : l'ère du soupçon. Christophe Doré, Gilles Denis, Charlotte Autier, FIGARO MAGAZINE, 2006
- La France, eldorado pour les entreprises et les capitaux étrangers. Caroline Mignon, 2006
- Négociations : attitude positionnelles, Roger Fisher + William Ury: Getting to Yes. Editor Bruce Patton, 1991
- Les Français récoltent la palme de l'inhospitalité, LE FIGARO, 2006
- Perception de la France et des Français, Pratiques du management en Europe. Editor: les

éditions d'organisation 1992, Paris

- Le management français, Jean Simonet : Pratiques du management en Europe. Editor: les éditions d'organisation, Paris , 1992
- L'étrangère. Eva Joly, 2005
- Gestion et motivation du personnel: attitudes norvégienne et française. Cecilie Solberg, 1990
- La France vue d'ailleurs. Fritz Utzeri, Théodore Zeldin, 1985
- Les conceptions éthiques. J.-C. Usunier, 1985
- Savoir-vivre en affaires, Daniel Poirot : Savoir-vivre en affaires. Editor les éditions d'organisation , Paris, 1997
- Communication commerciale. T. Selmer (red), 2010
- Cases : Marcel, C. et Pastou, B. Annales, Paris 1985 : følgende cases :
- Faire connaissance / mieux se connaître
- Un déjeuner d'affaires infructueux
- Le syndicat rencontre la direction I
- Le syndicat rencontre la direction II
- Faire un voyage d'études
- Le tourisme
- Est-ce que la fin justifie les moyens ?

### Recommended reading

#### Books:

2008. Le Robert Micro : dictionnaire d'apprentissage de la langue française. Paris : Dictionnaires Le Robert  
Jacobsen, Tove. 2008. Fransk ordbok : fransk-norsk, norsk-fransk. Oslo : Vega  
Selmer, Terje. 1993. Norsk-fransk økonomisk ordbok. Oslo : Universitetsforlaget  
Selmer, Terje. 1999. Fransk-norsk økonomisk-administrativ ordbok. Bergen : Fagbokforlaget

### Course outline

- Economic terminology
- French society and economics

### Computer-based tools

Internet, It's learning, Power point

### Learning process and workload

Recommended workload in hours

Activity	Hours
Classroom learning	39
Preparation for class	50
Written work	50
Self-study and study groups	50
Preparation for the examination	6
Examination	5
<b>Total recommended use of time</b>	<b>200</b>

### Use of hours

#### Examination

A five (5) hour individual written exam concludes the course.

The exam consists of two main parts:

Part 1: Translation into French of a Norwegian economic text (weighted 50% of the final grade in the course)

Part 2: An essay on subjects related to the syllabus (weighted 50 %).

#### Examination code(s)

SPÅ 29211 Written examination accounts for 100 % of the final grade in the course SPÅ 2921 Intercultural Communication in French I

#### Examination support materials

Maximum two dictionaries; one French-French and one bilingual dictionary (between French and another language).

#### Re-sit examination

## **Additional information**