



APPLIES TO ACADEMIC YEAR 2012/2013

## 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

Terje Selmer

### Department

Department of Communication - Culture and Languages

### 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. Dictionnaires Le Robert  
 Jacobsen, Tove. 2008. Fransk ordbok : fransk-norsk, norsk-fransk. Vega forlag  
 Selmer, Terje. 1993. Norsk-fransk økonomisk ordbok. Universitetsforlaget  
 Selmer, Terje. 1999. Fransk-norsk økonomisk-administrativ ordbok. Fagbokforlaget

### Course outline

- Economic terminology
- French society and economics

### Computer-based tools

Internet, It's learning, Power point

### Learning process and workload

The course consists of 39 hours in the classroom. Parts of the curriculum will be reviewed (lectures), but most time will be applied to individual written exercises, focusing on terminology, text comprehension and text production. Students will have the opportunity to write, submit and receive comments on one translation each week during the teaching period.

#### 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**