



APPLIES TO ACADEMIC YEAR 2012/2013

SPÅ 2922 Business communication in French - Oral

Programme

Bachelor in International 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 oral communication with French professionals, focusing upon presentations and discussions.

Learning outcome

Acquired knowledge

- Differences between Norwegians and French
- French negotiation strategies
- Some ethical dilemmas

Acquired skills

- The course develops linguistic skills enabling students to participate actively in conversations and negotiations. They will prepare, do and evaluate presentations

Reflection

- Develop awareness of own values before meeting French people
- Develop the ability to cooperate through knowledge and communication

Prerequisites

French from upper secondary school or equivalent

Compulsory reading

Collection of articles:

Georges Gaspard og Terje Selmer. 2010. Le français professionnel. Muntlig og skriftlig kommunikasjon for næringslivet. Handelshøyskolen BI.

- A la découverte de la France, www.diplomatie.gouv.fr/france/geography, 2010
- Les institutions françaises, www.diplomatie.gouv.fr/france/institutions, 2010
- Les symboles de la République, www.diplomatie.gouv.fr/france/symboles, 2010
- 2000 ans d'histoire, www.diplomatie.gouv.fr/france/history, 2010
- L'enseignement en France, 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'École 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

Course outline

- Oral presentations in French
- French negotiation strategies
- Ethics
- Intercultural communication with French: differences between French people and Norwegians

Computer-based tools

Internet, It's learning, PowerPoint

Learning process and workload

The course consists of 39 hours classroom teaching: Some lectures (knowledge transfer), but mostly talking and discussions in groups (training, practical work) and presentations (active outreach activities).

Each student should conduct three presentations.

To be thoroughly prepared, a detailed schedule used.

Students will be trained in individual presentations in French.

Activity	Hours
Classroom learning	39
Preparation for class	50
Preparation for presentations	50
Self-study and study groups	50
Preparation for the examination	6
Examination	5
Total recommended use of time	200

Use of hours

Examination

The oral exam consists of two sections that are weighted equally. Candidates must achieve a passing grade in both sections to pass the exam. The two parts of the exam consist of:

- 1) an oral presentation. Presentations should last from 7 to 8 minutes.
- 2) a 7-8-minute discussion on one or more subjects from the syllabus OR related to cases by drawing lots.

Examination code(s)

SPÅ 29221 - Oral exam accounts for 100% of the final grade in the course SPÅ 2922 Business Communication in French 2 - oral - 7.5 credits.

Examination support materials

PowerPoint

Re-sit examination

A re-sit examination is held every term.

Additional information