



APPLIES TO ACADEMIC YEAR 2013/2014

## SPÅ 2922 Business communication in French - Oral

### Programme

Bachelor of 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

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

### Acquired knowledge

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

### Acquired skills

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

### Reflection

### Prerequisites

French from upper secondary school or equivalent

### Compulsory reading

#### Collection of articles:

Georges Gaspard og Terje Selmer. 2013. Le français professionnel. Muntlig og skriftlig 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

#### 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
<b>Total recommended use of time</b>	<b>200</b>

#### 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**