

French culture and Society - visi (EM1FKM01)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :French Culture and Society : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Other
Year	2020
Semester	A
Open for visitors	no
Available spots	25

Coordinator

Patricia TEHAMI

Lecturers

Instructor	Population	Email
Patricia TEHAMI	Population	patricia.tehami@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

Attendance track :

Attendance at lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

Description

This course aims to allow students to better identify and understand some underlying cultural factors that may impact mindsets, behaviours and practices in today's France, particularly in the working environment. Beyond unearthing significant trends and patterns, such an approach will also enable students to revisit some workplace clichés traditionally associated with France -quality of life, incessant strikes, the 35-hour week, an overreaching state, to name a few-. By comparing facts and experiences in the home and host countries, the students will enhance their cross-cultural awareness and their ability to better adapt to an ever-changing world. The observation of the French emphasis on continuity through change will finally allow for an assessment of some salient strengths and weaknesses of France as a cultural entity to be reckoned with in social or business interactions and dealings.

Educational organisation

In class

Lectures

In groups

Exercises

Projects

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Accounts

Learning outcomes

Upon completion of this course, students should be able to :

- **Identify** characteristic behaviours and practices
- **Distinguish** facts from clichés
- **Interpret** cultural determinisms
- **Distinguer** Distinguish facts from clichés
- **Incorporate** data pertaining to different fields
- **Evaluate** one's own observations and interpretations

Outline

Course Outline

1° The Overall Picture. Some Facts and Figures. Preliminary observations about the new COVID-19 context.

2° French Paradoxes and Mysteries

3° Education and Work

4° Money and Business

5° From "Made in France" to Brand France

6° Luxury and Innovation

7° Self-Representations: French Symbols - French Exceptionalism

8° The French Language

The above outline is an indicative one. Sections may be expanded or pared down based on developments in the news. This will allow for hands-on observations and more challenging opportunities to form opinions.

Prerequisites

Key concepts to understand :

Knowledge of :

None apart from a willingness to observe, identify and interpret situations and behaviour while remaining non-judgmental and to further further grasp intrinsic similarities and differences with situations and behaviour in one's home country.

Teaching material

Documents in all formats

- Syllabus
- Worksheets
- Guide
- Newspaper articles
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)
- Keynote

Recommended reading

Major works :

A relevant bibliography/webography is provided in the Course Reader handed out in the first session.

Further reading :

Research works by EM Strasbourg :

Patricia Tehami, "Brand France: A Battle of Wits and Insights", The Global Interdisciplinary Conference: Green Cities, Nancy, 30 juin 2018

Assessment

Intermediate evaluation / continuous assessment 1 : Date still to be specified

written / in group / English / weighting : 50%
additional information : Group research report

This evaluation serves to measure LO2.1, LO2.3, LO4.1, LO4.2

Final assessment : exam week

written (120 min) / individual / English / weighting : 50%

additional information : Essay or case study

This evaluation serves to measure LO2.3, LO4.1, LO4.2

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.