

French culture and Society sem.A (EM1FKU01A1)

Program	PGE
Module / ECTS / Path / Specialisation	Module :French Culture and Society (sem A) : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Other
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	30

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 lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will demonstrate written and oral competency in two foreign languages.

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

Presentations

In groups

Exercises

Projects

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Accounts

Assignments

Specific projects / case studies

Readings

Text study

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
- 2° « At the beginning was the word ». The French Language
- 3° Self-Representations: French Symbols - French Exceptionalism
- 4° From "Made in France" to Brand France
- 5° French Paradoxes and Mysteries
- 6° Education and Work
- 7° Money and Business
- 8° Luxury and Innovation
Mood, Mindsets and Values
Others' Representations of France

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

Teaching material

Documents in all formats

- Syllabus
- Worksheets
- Guide
- Newspaper articles

Software

- Office Pack (Word, Excel, PowerPoint, Access)
- MS POWERPOINT

Additional electronic platforms

- Videos
- Other

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

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.