

Deciphering French culture - Mindsets and practices

EM023M2GA1

Semestre

A

Discipline

Interpersonal development techniques

Volume horaire

27 H

Nombre de places

45

Ouvert aux visitants

Oui

Langue

EN

Responsable

Patricia TEHAMI



Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Patricia TEHAMI	patricia.tehami@em-strasbourg.eu	27 h

Contribution pédagogique du cours au programme

Aucune contribution pédagogique associé à ce cours pour ce programme.

Descriptif

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, whether within or outside Europe, 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.

Organisation pédagogique

Face-to-face

- Lectures
- Tutorials
- E-learning

In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

Interaction

- Discussions/debates
- Personal accounts

Others

Aucun élément de cette liste n'a été coché.

Objectifs pédagogiques

Cognitive domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 1) Identify characteristic behaviours and practices
 - - (niv. 2) Distinguish facts from clichés
 - - (niv. 3) Interpret cultural determinisms
 - - (niv. 5) Incorporate data pertaining to different fields
 - - (niv. 6) Evaluate one's own observations and interpretations
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Affective domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 3) debate ideas, opinions and feelings with peers from different cultural backgrounds
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Objectifs de développement durable abordés

Aucun objectif de développement durable n'a été coché.

Plan / Sommaire

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

9° Revisions and exam preparation

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

Prérequis nécessaires

Connaissances en / Notions clés à maîtriser

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.

A B2 level of English:

<https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=090000168045bb52>

Supports pédagogiques

Mandatory tools for the course

- Computer

Documents in all formats

- Newspaper articles
- Case studies/texts
- Worksheets

Moodle platform

- Upload of class documents
- Interface to submit coursework

Software

- Keynote

Additional electronic platforms

- AssessFirst
 - CrossKnowledge
 - goFLUENT
-

Bibliographie recommandée

Ouvrages principaux

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

- Gannon, M. and Pillai, R. (2015). Understanding global cultures: metaphorical journeys through 34 nations, clusters of nations, continents, and diversity. Thousand Oaks, Calif: Sage.
- Hazareesingh, Sudhir. How the French think. [Place of publication not identified]: Penguin Books, 2016.

D'Iribarne, philippe.

- "Giving French Management a Chance", December 2nd, 2005 Report by Sylvie Chevrier, Translation by Rachel Marlin

<https://ecole.org/en/session/586-giving-french-management-a-chance>

- <https://hbr.org/1991/07/the-making-of-a-french-manager>

- <http://johngaynardcreativity.blogspot.fr/2012/03/french-strangeness-philippe-diribarne.html>

Hazareesingh Sudhir.

- "The Dimming of the light".

<https://aeon.co/essays/french-thought-once-dazzled-the-world-what-went-wrong>

Related video: https://archive.org/details/Sudhir_Hazareesingh_on_How_the_French_Think

Hofstede Geert - Country Comparison

<https://www.hofstede-insights.com/country-comparison-tool?countries>

Littérature complémentaire

- <https://uk.france.fr/en> (the official web site of the French Government Tourist office)

- <http://www.diplomatie.gouv.fr/en/> (the official web site of the French Ministry of Foreign and European Affairs)

- <http://www.insee.fr/en/> (National Institute of Statistics and Economic Studies, in English)

- The Conversation (Select English as a language option)

<https://theconversation.com/global/search?q=France>

- The Local

<https://www.thelocal.fr/>

- Le Monde diplomatique in English

<https://mondediplo.com/>

- Politico

<https://www.politico.com/news/france>

- Euronews TV Channel

<https://www.euronews.com/tag/france>

- France24 TV Channel

<https://www.france24.com/en/>

- RFI in English (Radio France International)

<https://www.rfi.fr/en/>

Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...

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

Modalités d'évaluation

Liste des modalités d'évaluation

Evaluation intermédiaire / contrôle continu 1 Autre (date, contrôle surprise...) :

Orale / en groupe / Anglais / pondération : 50 %

Précisions : Individually graded group presentation on a research topic. Probably scheduled in the last two/three sessions depending on class size. Please check the dates on Moodle. 50% of the overall mark

Cette évaluation sert à mesurer ILO2.3-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE

Evaluation finale Semaine d'examens

Ecrite (120 min) / individuelle / Anglais / pondération : 50 %

Précisions : Individual essay or case study. The two-hour exam will take place during exam week. Please check the date with your Student Office. 50% of the overall mark.

Cette évaluation sert à mesurer ILO2.3-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE