



Deciphering French culture - Mindsets and practices

EM023M2GA1

Program	UE	Semester	Discipline	Contact hours	Number of spots	ECTS	Open to visitors
PGE Visitants	Deciphering French culture - Mindsets and practices	A	Interpersonal development techniques	27 H	45	5	Yes
Language	Coordinator						
	Patricia TEHAMI						

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Patricia TEHAMI	patricia.tehami@em-strasbourg.eu	27 h

Pedagogical contribution of the course to the program

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management
Evaluate sustainable managerial practices using managerial concepts and instruments as well as digital tools
Design solutions adapted to organizational problems by applying relevant methodologies
Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable
Co-build a managerial and organizational culture through collaborations and team projects
Effectively argue his ideas orally and in writing with a professional posture
Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable
Critically assess issues related to diversity, ethics and sustainability in the context of their professional practice
Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"
Communicate in a professional context in (foreign) languages, in writing and/or orally

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, 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.

Teaching methods

Face-to-face

- Lectures
- Tutorials
- E-learning

In group

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

Interaction

- Discussions/debates
- Personal accounts

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

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

Affective domain

Upon completion of this course, students should be able to

- (level 3) **debate** ideas, opinions and feelings with peers from different cultural backgrounds

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
- 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.

No prerequisite has been provided

Knowledge in / Key concepts to master

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=09000168045bb52>

Teaching material

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

Recommended reading

Main reading material

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>

Additional literature

- <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/>

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

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

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1

Other (date, pop quiz, etc.) :
Oral / Group / English / Weight : 50 %

Details :

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.

This evaluation is used to measure ILO2.3-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE

Final evaluation

Exam week
Written (120 Min.) / Individual / English / Weight : 50 %

Details :

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.

This evaluation is used to measure ILO2.3-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE