

Liverpool John Moores University

Title: FRENCH BUSINESS ENVIRONMENT AND COMMUNICATIONS
Status: Definitive
Code: **5005LAFR** (108752)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

| Team | Leader |
|------------------|--------|
| Martine Shepherd | Y |

Academic Level: FHEQ5 **Credit Value:** 12.00 **Total Delivered Hours:** 24.00
Total Learning Hours: 120 **Private Study:** 96

Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 12.000 |
| Seminar | 12.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|--|---------------|---------------|
| Presentation | AS1 | group presentation throughout the semester | 50.0 | |
| Report | AS2 | summary of French text | 40.0 | |
| Test | AS3 | on-going vocab tests | 10.0 | |

Aims

To acquaint the student with different aspects of the contemporary French business environment. To enable the student to develop oral/aural and written skills using foreign language registers appropriate to business situations.

Learning Outcomes

After completing the module the student should be able to:

- 1 have gained an insight into contemporary French business environment
- 2 recognise and adapt to the country's differing working practices and behavioural norms and expectations
- 3 well equipped linguistically to perform simple business tasks with confidence

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

| | | | |
|------------------------|---|---|---|
| group presentation | 1 | 2 | 3 |
| summary of French text | 1 | 2 | 3 |
| vocab tests | 2 | 3 | |

Outline Syllabus

The module, taught in French, will look at the attitudes, values and norms which underpin commercial activities in France and will explore the relationship between business and determinants of France's business culture (the government, law, the economy, the labour market, education, training and development). Through a problem-solving approach, students will be encouraged in the direction of integrated use of their language skills; orally (ability to present and argue a case, negotiate) and in writing (ability to study a brief, write a précis, propose recommendations, etc.)

Learning Activities

Reading comprehension
Listening comprehension
Simulated telephone conversations
Commercial letter-writing
Interview techniques
Summary writing
Presentations

References

| | |
|------------------------|-----------------------------|
| Course Material | Book |
| Author | Danilo,M and Tauzin, B |
| Publishing Year | 1991 |
| Title | Le Français de l'entreprise |
| Subtitle | |

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|------------------|-------------------|
| Edition | |
| Publisher | Clé International |
| ISBN | |

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|------------------------|--------------------------------|
| Course Material | Book |
| Author | Gordon, C |
| Publishing Year | 1996 |
| Title | The Business Culture in France |
| Subtitle | |
| Edition | |
| Publisher | Butterworth-Heinemann |
| ISBN | |

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|------------------------|----------------------------|
| Course Material | Book |
| Author | Berg, R J |
| Publishing Year | 1999 |
| Title | Parlons Affaires! |
| Subtitle | |
| Edition | |
| Publisher | Holt, Rinehart and Winston |
| ISBN | |

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|------------------------|----------------------------|
| Course Material | Book |
| Author | French Business Dictionary |
| Publishing Year | 1999 |
| Title | |
| Subtitle | |
| Edition | |
| Publisher | Harrap |
| ISBN | |

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|------------------------|-----------------------|
| Course Material | Book |
| Author | L'Expansion (journal) |
| Publishing Year | 0 |
| Title | |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|--------------------------------|
| Course Material | Book |
| Author | Le Nouvel Economiste (journal) |
| Publishing Year | 0 |
| Title | |
| Subtitle | |
| Edition | |
| Publisher | |

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|-------------|--|
| ISBN | |
|-------------|--|

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|------------------------|------------------------|
| Course Material | Book |
| Author | L'Entreprise (journal) |
| Publishing Year | 0 |
| Title | |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|------------------------------------|
| Course Material | Book |
| Author | La Tribune de l'Economie (journal) |
| Publishing Year | 0 |
| Title | |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

Notes

This module offers an insight into the French business environment, introduces students to business-related vocabulary, enabling them to understand and respond appropriately to business situations in the country.