

## Liverpool John Moores University

Title: LE MONDE DES AFFAIRES  
Status: Definitive  
Code: **6018LAFR** (108789)  
Version Start Date: 01-08-2012

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

Team	Leader
Brigitte Hordern	Y
Martine Shepherd	

**Academic Level:** FHEQ6      **Credit Value:** 12.00      **Total Delivered Hours:** 26.00  
**Total Learning Hours:** 120      **Private Study:** 94

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Seminar	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	1 seminar presentation in Semester 1	40.0	
Exam	AS2	1 essay in target language	60.0	2.00

### Aims

*To provide students with a clear insight into, and a realistic understanding of key aspects of the economic environment in which French Business operates.*

*To examine the ways in which French management is responding to both external and internal changes.*

*To capitalise on the students' experience of studying/working abroad by developing*

*their linguistic competence within the context of business and commerce.*

*To develop a range of skills with professional relevance.by developing their linguistic competence within the context of business and commerce.*

*To develop a range of skills with professional relevance.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Have gained an insight into some of the key aspects of the economic environment of French business.
- 2 Have an increased awareness of the implications of cultural differences and distinct business practices.
- 3 Select, interpret and orally present appropriate information on a given topic in the target language.
- 4 Select, interpret and present in written form appropriate information on a given topic in the target language.
- 5 Have gained experience of working collaboratively within a small group of peers,

## **Learning Outcomes of Assessments**

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

Presentation	1	2	3	5
EXAM	1	2	4	

## **Outline Syllabus**

*This module is taught in French and adopts a thematic approach covering the following issues:*

*Politique Economique et Grands Secteurs Economiques*

*The structural transformation of the French Economy: from State to Market*

*France's economic response to internal and external pressures -'Globalisation by Stealth'*

*French Employment relations and Management*

## **Learning Activities**

Seminars, discussions, independent research,presentations.

## References

<b>Course Material</b>	Book
<b>Author</b>	Gordon, P
<b>Publishing Year</b>	2001
<b>Title</b>	'The French Challenge'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Brookings Institution, US
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kresl, Peter Karl, Gallais, Sylvain
<b>Publishing Year</b>	2002
<b>Title</b>	'France Encounters Globalization'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Edward Elgar Publishing Ltd.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Schmidt, V.
<b>Publishing Year</b>	1996
<b>Title</b>	'From State to Market?'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Cambridge University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Steele, R
<b>Publishing Year</b>	2006
<b>Title</b>	'The French Way'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	McGraw Hill Education - Europe
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Jefferys, S
<b>Publishing Year</b>	2003
<b>Title</b>	'Liberté, Egalité, Fraternité at work'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Palgrave MacMillan
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lawrence, P. A., Barsoux, J-L
<b>Publishing Year</b>	1997
<b>Title</b>	'French Management - Elitism in action'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Taylor and Francis Ltd.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Cohen, D
<b>Publishing Year</b>	2005
<b>Title</b>	'La Mondialisation et ses ennemis'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Grasset et Fasquelle
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Baverez, Cohen & Fitoussi
<b>Publishing Year</b>	2004
<b>Title</b>	'Comment va la France - La grande enquête du monde'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Dalloz
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Ministère des Affaires Etrangères
<b>Publishing Year</b>	2006
<b>Title</b>	'France'
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	La Documentation Française
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Le Nouvel Economiste, L'Expansion, Regards sur l'Actualité, Problèmes Economiques
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

## **Notes**

This module analyses the specificity of the French business environment and business culture