

Syllabus
**IBU2091F L'économie, les institutions, la société et le monde du travail
en France**

Prof. Véronique Goehlich
Summer Semester 2024

Level	Bachelor	
Credits	6 ECTS	
Student Contact Hours	4 SWS	
Workload	180 minutes	
Prerequisites	Participants must have successfully passed the Economical and commercial French course (IBU1015) and have at least a B2-level in French, as this is not a language course	
Time	Wednesdays 15:30-18:45	
Room	W1-3-02	
Start Date	First course on 20.3.2024	
Lecturer	Name	Prof. Véronique Goehlich
	Office	W2.3.26
	Virtual Office	https://app.alfaview.com/#/join/alfaview-wur/c6657764-cad7-42b6-a90f-d1bb445a8f06/1b78689c-6b07-425f-9c71-a1cdf367afde
	Office Hours	Wednesday 13:00 - 14:30
	Phone	07231-28-6303
	Email	veronique.goehlich@hs-pforzheim.de

Outline of the Course

This course is intended to:

- Give French-speaking students a detailed view of French society (values, political and social aspects, educational system).
- Give French-speaking students a detailed view of the educational environment in France.
- Allow the students to work closely together with French students from a university in Strasbourg on a common theater project, which will be prepared with the help of a French-German professional director and played in Strasbourg in the frame of a competition involving 20 different French-German troops.

Teaching and Learning Approach

- We take up the challenge to interest you for your French neighbors. You will find out that these close neighbors are also very different in terms of their values and ways of living and working. You will also understand that the habits and expectations of French students are different from yours. However, as France is one of Germany's main business partner, it is essential to get this experience in order to be able to work in a European context.

The course consists of

- Weekly classes Tuesdays. The first two months, we will have weekly workshops with a French-German director in Pforzheim. We will also have this workshop one time in Strasbourg (April 10th). The goal will be to prepare a play with participation of the French and German students on the topic of the sustainability in the professional context. With this play, we will take part to a contest on May 14th and 16th in Strasbourg. This project implies an active participation of the students, the goal being to improve their ability to express themselves in French.
- The general theme of the second part of the course will be « New trends in French economy and politics ». Students will choose in small groups one topic of their choice for which they will prepare a presentation based on an extensive press review and film analysis as well as an individual written essay.
- All excursions to France will be organized and paid for through the foundation "les Alternateurs"

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Methods	
		Presentation	Essay
		70%	30%
		Collective	Individual
1 Expert Knowledge			
1.1 ...to demonstrate their distinguished and sound competencies in General Business Administration.	... to learn how to work with scientific input and articles in French. ...to synthesize and extract material / press releases/ scientific literature and to prepare corresponding essays in French ...to discuss topics and engage debates in French with classmates ... to prepare and present in French	X	X
1.5 ...to demonstrate profound expert knowledge in their field of specialization.	...to understand what France's industrial and political policies ...to reflect about current economic challenges ...to get competences how to approach the market and the customers in France		X
2 Digital Skills			
2.3 ...to effectively use digital technologies to interact, to collaborate and to communicate.	...to effectively use Moodle by actively participating in forums, group and individual assignments.		x
2.4 ...to handle the professional use of digital technologies in a responsible manner.	...to demonstrate a clear awareness of the etiquette of using online forums to share views.		x
3 Critical Thinking and Analytical Competence			
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...to formulate appropriate theses and search and collect appropriate material ...to select corresponding film extracts for final presentations ...to prepare and conduct a debate on selected topic.	x	x
4 Ethical Awareness			
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	...to demonstrate an awareness of the ethical issues involved in setting up and developing a discussion including the dilemmas faced by French and German stakeholders	x	x
5 Communication and Collaboration Skills			
5.1 ...to express complex issues effectively in writing.	...to analyse information provided in press releases, documentaries, adequate movies and graphs and charts	x	x
5.2 ...to demonstrate their oral communication skills in presentations.	...to prepare a presentation on one topic of their choice on French society / institution based on press material and video	X	X
5.3 ...to work successfully in a team by performing practical tasks.	... to present as a team and to include all classmates in the debate	X	X
6 Internationalization			
6.1 ...to understand and explain business challenges in an international context.	... to understand in depth the French society and institutions through actual literature and press articles and analysis of documentary film.	X	X
6.2 ...to articulate themselves in a professional manner in international business.	...to communicate with French companies or Institutions if required (depending on the selected subject)	X	

Literature and Course Materials

Literature

- „Les institutions de France“, Nathan, ISBN 978-2-091609645
- „Emmanuel Macron“, ISBN 978-3-942377-21-8
- „Macrons neues Frankreich“, Transcript Verlag, 2020/2021, DFI
EBook (pdf): ISBN 9783839451526

Course material

- Script
- DVDs
- Syllabus
- Articles from different French media

Assessment

Score calculation

Composition of the grade:

- Implication and preparation of the theater play: TBD 50% of the final grade- Group performance
- Group presentation on one actual topic (free choice) with following distribution
 - Final presentation: 20% on one topic
 - Final essay: 30% (individual) on one particular subject of the presentation

Grade depends on quality of the press review (quality, quantity) and pertinence of the analysis of the documentary film or movie

For the evaluation, the following rules apply:

A score of 4,0 or higher is required to successfully pass the course.

The grade for a group presentation will not necessarily be the same for all participants.

The rating « Très bien » (score of 1,0 or 1,3) indicates exceptionally good work. The rating « bien » (score of 1,7; 2,0; 2,3) indicates a very good above-average work. The rating « satisfaisante » (scores of 2,7 and 3,0) indicates a correct work with some aspects to improve. The rating « passable » (scores of 3,3; 3,7 and 4,0) indicates a work below average and with significant shortcomings.

Code of Conduct for online Teaching

Read the Syllabus closely. It gives you all the practical information about the course.

During classes, behave in a fair and respectful way, arrive on time, participate, and commit to your presentations.

As there are no written examinations at the end of the semester, your presence is required at all classes. No absences are possible as the course is structured into condensed blocks.

In the event of an absence justified by a medical certificate, it will be discussed case-by-case with Prof. Goehlich whether or not remediation is possible. However, students must assume that any absence, even if medically justified, will result in a failure to pass.