I. Course Information:

Title: Study Abroad France  
Course #: INTB 5018  
Credit Hours: 3  
Term: Spring 2016  
Prerequisites: Undergraduate core

II. Instructor Information:

Name: Dr. Larry Gales  
Title: Associate Professor of Management, Academic Director for International Programs  
Office Information: LCB, Room 508  
Office: (513)556-7127  
Fax: (513)556-4891  
Email: Lawrence.gales@uc.edu  
Office Hours: By appointment or Thursdays 5:30-6:00  
Communication Policy: You are encouraged to contact me anytime via email. A response will be given within 36-48 hours except on weekends.

III. Link to Pace:

This course aligns with PACE, the Lindner College of Business platform for developing the total business professional.

P – Professionalism

• Enhance oral & written communication, express ideas clearly, logically and persuasively.
• Develop and practice teamwork skills through group projects and exercises.
• Practice professional habits of punctuality, preparation, respect and participation.

A – Academics
• Develop foundational knowledge of core **business functions** and their interactions within firms.
• Begin applying functional and cross-functional knowledge to **critically analyze business problems**; for example applying techniques for business plan development.

C – Character
• Learn and apply **leadership** techniques for project management (plan, brief, execute, debrief).
• Build an understanding and initial skills of **managing diversity**, including understanding cultural differences, and challenges and opportunities of global business.
• Understand importance of **ethics and social responsibility** in business and personal settings.

E – Engagement
• Build understanding of importance and practices of **networking** through interactions with business professionals and guest speakers.
• Develop awareness and appreciation of **involvement** in social organizations, community service, and professional group opportunities.

IV. Course Materials
• There is no single required textbook for the course, but you purchase should purchase one of the following France travel guides. These books provide valuable information about culture, language and the area that you will be visiting.
• You may also choose between the following two books about French culture (you are required to read one of them):
• Other readings (primarily newspaper and magazine articles) will be posted on Blackboard.

**Options for Purchasing the Text Include:**
• Your best options for purchasing the above are online or as e-books through Amazon or other similar providers

V. Course Description:
• There are two components to this course. The first part is the course that you will be taking at the Toulouse Business School (TBS). That course will account for two-thirds (66.6\%) of your work and grade and is self-contained. Your instructor in France will provide you with course details, will administer any tests or assignments and will assign a grade. That grade will be used in calculating your grade for INTB 5018. The second part of the course accounts for one-third (33.3\%) of your work and grade and will take place at UC prior to your departure and in France during your time at TBS.
• The focus of this course is on French business, culture, and economy.
• UC Class Sessions
  o January 25, February 1, 8, 15, 22
  o Attendance is mandatory.

VI. Student Learning Outcomes:

• Be able to conduct preliminary research on French culture
• Be able to apply culture frameworks to develop an analytical framework
• Be able to apply that framework and methodology to analyzing the culture of France
• Be able to apply culture frameworks to analyzing a business and daily life
• Be able to communicate through clear, concise, professional writing and presentations

VII. Instructional Methods:

For the UC portion of this course, we use the Blackboard (Bb) Learning Management System to provide student-centered online learning that will enhance the teaching and learning process. Course methods will vary based on location, but will include lectures, cases, research, and experience.

VIII. Course Communication:

University policy requires that the email set up in Blackboard is the primary means of communication. It is advisable that you use your UC email for this purpose and that you check it often. If you choose to change your email in Blackboard to a non-UC email it is your responsibility to ensure you check it frequently. Please see the attached Student Email Policy for more information: http://www.uc.edu/content/dam/uc/infosec/docs/general/Policy_StudentEmail.pdf.

IX. Course and Grading Policies:

1. Course Structure: Due dates for the UC portion of the course will be clearly indicated on this syllabus and on Blackboard. Individual assignments will be submitted via Blackboard using Word documents (no PDF documents). Team presentations will be made in class sessions. Course structure for the portion of the course delivered in France will be provided by the instructors at TBS.

2. Academic Integrity: As with all Lindner College of Business efforts, this course will uphold the highest ethical standards, critical to building character. Ensuring your integrity is vital and your responsibility. LCB instructors are required to report ANY incident of academic misconduct (e.g., cheating, plagiarism) to the college review process, which could result in severe consequences, including potential dismissal from the college. For further information on Academic Misconduct or related university policies and procedures, please see the UC Code of Conduct (http://www.uc.edu/conduct/Code_of_Conduct.html).
3. **Disability:** Students with disabilities who need academic accommodations or other specialized services while attending the University of Cincinnati will receive reasonable accommodations to meet their individual needs as well as advocacy assistance on disability-related issues. Students requiring special accommodation must register with the Disability Services Office. [http://www.uc.edu/sas/disability](http://www.uc.edu/sas/disability)

5. **Missed and/or late case assignments:** No late assignments will be accepted. Because of the nature of this course, we cannot accept late work for the UC portion. TBS instructors will provide their policies regarding missed or late assignments. Because of the compressed nature of that part of the class, it is essential that you keep on schedule.

6. **Campus Closures:** In the event of inclement weather and the university is closed, we will use Blackboard to deliver course materials and assignments.

7. **Criteria for letter grades:**

   **UC portion (33.3%)**
   - Presentation (date to be determined) (13.3%)
   - Journals (2), due April 4 (20%)

   **TBS portion (66.6%)**
   - Class (Grades assigned at TBS)

**X. Assignments**

1. In class presentations: You will be assigned topics related to France and Toulouse to research and present in class. You will provide a 10 minute presentation on your assigned topic and provide your group with a short (2-3 page) briefing/outline. Topics will be assigned in the first class session. **Presentations will be on February 15 and 22.** (13.3%)

2. You will write two journals (3 pages, singles spaced each) on the topics below. The journal format focuses on being “mindful,” helping you learn how to learn from experience, and become more proactive and purposeful learners. For example, consider use of the term “culture shock.” When managers visit or move to a different country, they often note feeling “very foreign” or “out-of-place,” unsure of what others expect, what is appropriate/inappropriate, what are common work practices, etc. To be successful, managers must learn very quickly, becoming sensitive to potential differences, coming to understand and respect the culture, and managing cultural differences effectively. In each case, you should comment on the following issues: **Relate what you’ve observed to what you know about French culture. How does culture explain or help you understand what you’ve observed? What are the implications for expats and global businesses?** Due **April 4** by email to me ([Lawrence.gales@uc.edu](mailto:Lawrence.gales@uc.edu)). These should be Word documents and attached to an email. (20%)
Components:

Topics

Journal 1: Shopping exercise.

During your time in Toulouse you are to visit at least three types of retail establishments. One should be a hypermarket [Carrefour (http://www.carrefour.com/) or Leclerc (http://www.e-leclerc.com/)]. How is it similar or different from Walmart or similar types of stores in the US? Pay attention to product displays and selection (try to find types of products and brands that you’d find in the US; hint – look for Crest toothpaste, Tide detergent, Pepto-Bismol or other OTC drugs). A second store is Decathlon (http://www.decathlon.com/), a sporting goods retailer similar to Dick’s in the US. How is it similar or different? Again, look at selection and brands. The third is to buy a baguette at a boulanger (bread shop). Compare this to an American bakery and the experience there

Journal 2: Home stay.

You will be living with a French family for your week in Toulouse. Pay attention to the home environment. How is it similar or different from your family home in the US? Pay attention to meals; house layout, construction and furnishing; energy consumptions (length of time for showers, temperature in the house, etc).

For writing up your journal observations, use the following framework.

A. Experience: What cultural clues did you experience/observe? Describe what happened or what you saw. This component of your journal requires cultural sensitivity. Thoughtfully observe and describe the related cultural clue(s) (e.g., stories, language, symbols, rites/rituals, norms, attitudes, etc. experienced during plant tours, guest lectures, casual conversations, shopping trips, etc). (Please note that this is NOT a traveologue. Don’t merely recite that today I went to …) This should be a brief description. Example: The first time I went to a dinner in France, it took nearly three hours. By American standards, the service was very slow. My host detected that I appeared impatient. However, that experience provided me with important insights into French culture.

B. Reflection: What cultural difference do these clues suggest? Why do you think this difference exists (e.g., what value does it have for the individual/group)? Look at the experience from the “local” perspective. Remember, cultures develop and persist because they serve a purpose. What insights from the study of culture can help explain what you observed. Example: The French take food, socializing (relationship culture) and leisure very seriously. A meal is to be savored and enjoyed with friends. Business should not intrude on this enjoyment…

C. Theory: Based on your experience and reflection, what do you think you “know” now? Develop your own or borrow (e.g., from studies, classes, etc.) a theory that explains the cultural difference. For example: Americans are motivated first and foremost by money. Explain why.

D. Summary/Implications: How might understanding this difference affect your social interactions with people from this culture? How would you use this learning to manage cultural differences more effectively?