

FREN 3693 Syllabus

French for Business and Technology Abroad, 3 Credits

Summer 2026

Instructor Information

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General Course Information

Description

This course offers a comprehensive immersion into Paris as a premier global economic and financial powerhouse, specifically designed for students to master the linguistic and strategic nuances of the French market. Participants will explore the city's multifaceted role as a leading institutional hub, analyzing the influence of the CAC 40 and Euronext alongside the presence of international organizations like the OECD.

The curriculum provides a deep dive into the geography of power, moving from the prestigious luxury ecosystem of the Golden Triangle to the high-density corporate landscape of La Défense. Students will evaluate the factors driving Paris's international attractiveness, examining how the "Start-up Nation" movement and the Grand Paris Express infrastructure project maintain the city's competitive edge in the post-Brexit era.

Beyond economic theory, the course emphasizes the human capital that fuels this growth by decoding the influential network of the French *Grandes Écoles*. A significant focus is placed on intercultural management, where students compare French and American workplace cultures to understand differing approaches to hierarchy, feedback, and decision-making. Through experiential learning—including a field visit to Europe's largest business district—students will transform their French language skills into professional tools for pitching, negotiating, and leading in a complex global environment.

Course Learning Outcomes

By the end of this course, students will be able to explain and evaluate:

How Paris functions as the primary engine of the French economy and financial marketplace
The role of Paris as a diplomatic and regulatory capital.

The shift toward the "Start-up Nation" model, spearheaded by Station F and the Paris-Saclay technology clusters in Paris and the Paris Region..

Students will demonstrate the ability to:

Deliver an Attractiveness Pitch: Present the "Choose France" arguments to foreign investors, highlighting infrastructure, skilled labor, and the Grand Paris Express project.

Use French business terminology accurately across four key sectors: Finance, Luxury/Retail, Higher Education, and Corporate Real Estate.

Synthesize observations from the La Défense field trip into a group presentation..

To identify the "Triangle of Power" between the Golden Triangle (luxury/prestige), La Défense (finance/corporate), and Saclay (research/engineering).

To recognize how the Grandes Écoles network (HEC, Polytechnique) shapes the French leadership landscape and recruitment norms.

Management Styles: A comparative study of French vs. U.S. workplace cultures, focusing on hierarchy, deductive reasoning, and the art of professional feedback.

Experiential Learning: A fieldwork session at La Défense to observe the dynamics of Europe's largest business district.

Required Course Materials

All course materials and activities are posted on Canvas.

Grading Policy

Grading Scale:

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

Assignments

- Participation: 20%
 - Grammar review: 10%
 - Group Presentations: 20%
 - Field work projects: 20%
 - Intercultural management: 10%
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- Invest in Paris and “pitch” project: 20%

Description of Graded Components

Participation (20%)

You are expected to attend class and participate, making meaningful contributions to the class. You must actively contribute to pair, group, and class discussions by both asking and answering questions. This also means that you will willingly engage in class activities and will always use the target language, i.e., French. All students are expected to attend every class day, arrive on time, be prepared for the course, and participate actively in the daily class activities. In addition, students will document all the site and business visits by publishing post, posting stories or reels relevant on our official Instagram LBAT account.

French Resume: 20%

Students must transform their current resume into a one-page CV (Curriculum Vitae) that complies with French standards and can be posted on professional social media such as LinkedIn.

Job interview: 20%

Following the creation of your French CV, you will simulate a professional interview to demonstrate your ability to communicate your skills and career goals in a French-speaking professional context.

Presentation (10%)

This assignment is collaborative work: you will pair up with one or two classmates to create a skit on one of the cultural topics from a given unit. Clear guidelines (assignment description, grading criteria and rubric) with expectations will be shared with students in advance.

Daily Postings: 20%

Students will post comments, observations, reflections on the readings and research activities assigned to them.

Business/startup idea concept and “elevator pitch” project: 20%

To develop an original business concept and master the art of persuasion by delivering a high-impact pitch compliant with a professional French-speaking context.

Course Policies

Attendance and/or Participation.

You are expected to attend class and participate, making meaningful contributions to the class. You must actively contribute to pair, group, and class discussions by both asking and answering questions. This also means that you will willingly engage in class activities and will always use the target language, i.e., French. All students are expected to attend every class day, arrive on time, be prepared for the course, and participate actively in the daily class activities. Absence from class will affect your grade, as will late arrivals, early departures, and regularly entering and leaving the room while class is in session. Before coming to class each day, prepare the section of the lesson. An absence is excused if a) you are required to participate in an official GT event (e.g. All—Majors Career Fair) b) you are under a doctor's care or scheduled an emergency doctor appointment (documentation required) c) you are granted a leave of absence from GT for reasonable cause by an academic dean (documentation required) d) documented illness or a significant life-event prevents you from attending class e) you are observing a major religious holiday f) going to a job/internship interview (documentation required).

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review [Georgia Tech's Honor Code](#) and the student [Code of Conduct](#).

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Core IMPACTS

This is a Core IMPACTS course that is part of the Humanities area.

Core IMPACTS refers to the core curriculum, which provides students with essential knowledge in foundational academic areas. This course will help students master course content, and support students' broad academic and career goals.

This course should direct students toward a broad Orienting Question: "How do I interpret the human experience through creative, linguistic, and philosophical works?"

Completion of this course should enable students to meet the following Learning Outcome: "Students will effectively analyze and interpret the meaning, cultural significance, and ethical implications of literary/philosophical texts or of works in the visual/performing arts."

Course content, activities and exercises in this course should help students develop the following Career Ready Competencies:

- Ethical Reasoning
- Information Literacy
- Intercultural Competence

Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, [contact the Office of Disability Services](#) (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

Student-Faculty Expectations Agreement

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. [The Student-Faculty Expectations](#) articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

Collaboration, Group Work, and Use of Generative AI.

You are allowed to work in groups on the partnered conversation and presentation projects, but any work you turn in must be written in your own hand. In-class tests and exams are to be your own work. All in-class tests and exams will be closed book and notes.

Extra Credit Opportunities

During the semester, you will have the opportunity to participate in French-related cultural activities, Table francophone, French Club meetings, International Education Week, on-campus and off-campus exhibits and conferences, etc. Up to three (3) extra credit points will be added to your chapter test scores per event attended. Please note: attending cultural activities will not make up for incurring unexcused absences.

Extensions, Late Assignments, & Re-Scheduled/Missed Exams

Late homework will be penalized accordingly. Make-up exams are given for illness, approved Institute activities or religious observances.

Inclement Weather and Digital Learning Days

If a weather-related event affects campus operations, the lecture will pivot to digital instruction. Students will be assigned homework assignments and/or in-class activities to be completed by the end of the class day.

Student Use of Mobile Devices in the Classroom

Please turn off your cell phone in the classroom. Sending text messages, surfing the web, checking emails, or otherwise perform non-class related activities during class will not be tolerated in class.

Campus Resources for Students

Undergraduate Student Academic Success Resources:

Academic Support: Academic Success and Advising (a unit in the Office of Undergraduate Education & Student Success) provides free support for your courses. Students can attend scheduled supplemental review (PLUS) sessions, stop by Drop-In Tutoring, or schedule a one-on-one appointment through Knack. To explore what options work best for you, please visit us online at success.gatech.edu/tutoring, email us at tutoring@gatech.edu, or come see us at Clough Undergraduate Learning Commons, Suite 283.

Student Well-Being:

At Georgia Tech, we are concerned about your overall physical, social, and mental well-being. A [comprehensive list](#) of wellness related resources has been compiled and maintained by the Office of the Vice President for Student Engagement and Well-being ([student-resource-guide \(gatech.edu\)](#))