The staff and faculty of the Paris Research Center Honors in Paris program would like to thank you for spending this term with us.

As promised, this has been an activity-packed semester. Since memories can fade quickly with time, we wanted to leave you with a summary of this semester’s activities for those of you who are keeping a scrapbook or for the scrapbook in your mind…

We are delighted to have welcomed you during your time in Paris and to have shared this experience with you.

We hope to see you again soon in Paris!

Sincerely,

The Fall in Paris 2009 Staff & Faculty
All in a Term...Paris

International Affairs and the Public Sphere at the PRC

Excursions, Activities, Site Visits & Course Visits

Guided Lecture Tour of Arcades

Lecture Visit of the Musée Carnavalet

Lecture Tour of the Latin Quarter

Lecture Tour of the Marais

Lecture Tour of Montmartre

Lecture Visit of the Musée du Barreau

Lecture Tour of Faubourg Saint-Denis

Shoah Memorial: Lecture Visit

Visit to the Assemblée Nationale

Lecture Visit of the Cité Nationale de l'Immigration

Lecture Visit of the Panthéon

Visit/tour of Université Paris I, Panthéon-Sorbonne

with Panthéon-Sorbonne student exchange group

Lecture Visit of the Mosquée de Paris

Lecture Visit of the Institut du Monde Arabe: Arts de l'Islam

Centre Pompidou, Special Exposition: La Subversion des Images

Lecture Visit to Hôtel Matignon: Prime Minister’s Residence and Seat of the Government
Lecture Visit to Groupe i & e Public Relations
Visit and Presentation at the U.S. Embassy
Visit and Presentation at Ketchum Public Relations and Marketing
Visit and Presentation at Le Monde
Lecture Visit to Pietri|Publicis Public Relations
Salle Pleyel: Concert, *Works by Malher and Brahms*

Théâtre de la Main d’Or: Play, *How to Become a Parisian in One Hour*

Community service at Collège Jean-Moulin
Excursions in France

♀ Versailles:
- Tour of Gardens

♀ Soissons:
- Abbey Saint-Jean-des-Vignes de Soissons
- Tour of Historical Sites of Soissons
- Lecture Tour of the Chemin des Dames
- Museum Visit: La Caverne du Dragon

♀ Normandy
- Visit of Musée du Débarquement d'Arromanches
- Lecture Tour of Omaha Beach Cemetery
- Visit of Bayeux Cathedral
- Lecture Tour of Pointe du Hoc
- Visit of the Château of Caen
- Caen Memorial
- Film at Caen Memorial
- Visit of Mont Saint-Michel and Abbey

♀ Milly-la-Fôret:
- Visit of Jean Tinguely’s Cylops

♀ Marne-la-Vallée:
- Visit to Disneyland Resort Paris Corporate Offices
- Visit of Disneyland Theme Park
Excursions out of France

Brussels:
- Visit and Lectures at NATO
- Visit and Lecture at Diageo PLC
- Visit and Guest Lectures at the European Commission
- Roundtable Discussion with the European-American Business Council
- Visit and Guest Lectures at the European Parliament

Bruges:
- Boat Tour of the Canals
- Visit of the City
Meals & Receptions

- Welcome Dinner at Chez Fernand Christine (Odéon)
- Orientation Breakfast at Reid Hall
- Orientation Lunch at Reid Hall
- Tasting at Angelina’s
- Coffee at La Coupole
- Lunch at L'Arganier
- Refreshments at the Chemin des Dame (Soissons)
- Picnic lunch (Caen)
- Sorbonne Student Exchange Reception
- Pizza and Movie Night at Gayle Zachmann’s, director, Paris Research Center
- Lunch at the European Parliament with the European-American Business Council
- Meals at Paris’s Restaurant Universitaire
- Thanksgiving dinner at the home of Gayle Zachmann,
- Farewell dinner at Chez Fernand (Montparnasse)
Georgiana Colville
"Women Surrealists: Self-Portraits and the Symbolism of the Sphinx"

Georgiana Colville, scholar and critic, is a former professor of English and American language and literature at the University of Tours, and a former professor of French, Comparative Literature and Film at the University of Colorado, Boulder. She has published numerous books and articles on Avant-Garde, particularly Surrealist and Postmodern literature, art and film in France, America and Canada, mainly on women’s creative expressions in those fields.


Diageo PLC
- Mr. Joseph S. Luppino, Corporate Relations Director, EU Institutions

Diageo is the world’s leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wine and beer categories. These brands include: Smirnoff, Johnnie Walker, Captain Morgan, Baileys, J&B, José Cuervo, Tanqueray, Guinness, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines, and Bushmills Irish whiskey.

Diageo is a global company, trading in over 180 markets around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). Diageo employs over 22,000 talented people worldwide with offices in around 80 countries and has manufacturing facilities across the globe including Great Britain, Ireland, United States, Canada, Spain, Italy, Africa, Latin America, Australia, India and the Caribbean.

Diageo was formed in 1997, following the merger of GrandMet and Guinness, and is headquartered in London. The word Diageo comes from the Latin for day (dia) and the Greek for world (geo). We take this to mean every day, everywhere, people celebrate with our brands.
Disneyland® Paris
- Martina Stuben, Senior Manager French Press
- Aurélia Gilli, Manager European Press

Disneyland® Paris is operated by the Euro Disney Group resort destination. It employs 14,500 Cast Members and drew 15.4 million visits in 2009. The complex is located 32 kilometers (20 miles) from the center of Paris. Operating since April 12, 1992, it was the second Disney resort to open outside the United States (following Tokyo Disney Resort).

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European-American Business Council (EABC)
- Mr. Jan Barnes, Europe Director, EABC
- Mr. Richard Freedman, spokesperson for the President of the Parliament
- Nikolaus Tacke, European Union Affairs Manager, Coca-Cola Europe

The EABC was legally chartered in 1989 as the European Community Chamber of Commerce (ECCC) in the United States. In 1997 the ECCC was renamed the European-American Business Council to reflect its expanding policy advocacy by before both European and American governments. At each stage of growth, the EABC has remained an independent business association, funded wholly by its member companies. Today the EABC is recognized as the official European Business Organization in America by the European Commission.

The mission of the EABC is "to support unrestricted trade and investment between the US and the EC, promote a healthy, open and productive business environment between the two regions… and provide a platform for discussion and exchange of ideas for business leaders in Europe and in the United States…” and government officials. Our European and American companies promote a “win-win” EABC Policy Agenda that advances robust EU-US governmental regulatory and policy cooperation. Companies are “horizontal” by nature, reflecting the globalization of markets, technologies and customers. Governments are “vertical” in structure. The hard work of business-government relations in the 21st Century is focused on fashioning “horizontal public policies” to match the global technologies, markets and opportunities of the future.

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European Commission

The European Commission is independent of national governments. Its job is to represent and uphold the interests of the EU as a whole. It drafts proposals for new European laws, which it presents to the European Parliament and the Council. It is also the EU’s executive arm. It is responsible for implementing the decisions of Parliament and the Council. That means managing the day-to-day business of the European Union: implementing its policies, running its programmes and spending its funds.
Like the Parliament and Council, the European Commission was set up in the 1950s under the EU’s founding treaties.

**Mr. Jo Vandercapellen, European Commission Speakers Team**

“Introduction to the EU and its Institutions”

**Mrs. Valérie Panis-Cendrowicz, Education and Culture Directorate-General**

“Culture and Diversity in Europe: Building a European Agenda for Culture”

**- Mrs. Agnès Hubert, Counselor, Bureau of European Policy Advisors (BEPA)**

“European Union and Gender”

Agnès Hubert, formerly of the Forward Studies Unit and of the Governance team, joined the Bureau of European Policy Advisors (BEPA) in December 2004.

After graduating in Economics and in Political Science from the University of Paris I (Panthéon-Sorbonne), she became an economic journalist. She joined the European Commission in 1981 where she has held responsibilities in three fields: development & cooperation (international commodity agreements); information & communication, and social & employment policy (head of the Unit Equal Opportunities for Women).

She is the author of two books (“L’Europe et les femmes, identities en movement”, ed. Apogée, and co-author of “Democracy and Information Society in Europe”, in Forward Studies series – Kogan page), and numerous articles and academic contributions. In 1998-99, she was a “European Union Fellow” in Fletcher School of Law & Diplomacy (Tufts University, Mass. USA). She developed a seminar on the “EU and Gender”.

**European Parliament**

- **Mr. Gergely Polner, Director General of the Communication, Visits and Seminars Unit**

The European Parliament is the only directly-elected body of the European Union. The 785 Members of the European Parliament are elected once every five years by voters right across the 27 Member States of the European Union on behalf of its 492 million citizens.

The Parliament organizes its work through a system of specialized committees. The work of the European Parliament is important because in many policy areas, decisions on new European laws are made jointly by Parliament and the Council of Ministers, which represents Member States.

Parliament plays an active role in drafting legislation which has an impact on the daily lives of its citizens: for example, on environmental protection, consumer rights, equal opportunities, transport, and the free movement of workers, capital, services and goods. Parliament also has joint power with the Council over the annual budget of the European Union.
Jean-Pierre Giovenco
“An Introduction to Le Monde”

Jean-Pierre Giovenco is the secretary-general of the Supplementary edition of Le Monde, a French daily evening newspaper with a circulation in 2004 of 371,803. It is considered the French newspaper of record, and is generally well respected, often the only French newspaper easily obtainable in non-Francophone countries.

Le Monde was founded by Hubert Beuve-Méry at the request of General Charles de Gaulle after the German army was driven from Paris during World War II, and took over the format of Le Temps, whose reputation had suffered during the Occupation. Beuve-Méry reportedly demanded total editorial independence as the condition for his taking on the project. Its first edition appeared on December 19, 1944. Le Monde has been available on the Internet since December 19, 1995. It is the principal publication of Groupe Le Monde.

Julian Jackson, Professor, Queen Mary, University of London
"Vichy France: Collaboration and Resistance"

Professor Julian Jackson took his first degree at Cambridge University where he also did his doctoral research. His PhD, awarded in 1982, was a study of the impact of the Great Depression of the 1930s on French politics. Ever since then he has devoted most of his writing and research to the history of France in the twentieth century.

As one of the country’s leading historians of French history, his contribution to the subject was recognized by his election as a Fellow of the British Academy in 2003. His book on the Fall of France in 1940 won the Wolfson History Prize in 2004. His previous book on the German occupation of France was shortlisted for the Los Angeles Times History Book Prize. His work has been translated into many languages.

Mark Jamison, Director, UF Public Utility Research Center
"Workshop in Adaptive Leadership"

The Public Utility Research Center, located in the Warrington College of Business Administration at the University of Florida is an internationally recognized academic center dedicated to research and to providing training in utility regulation and strategy, as well as the development of leadership in infrastructure policy. PURC programs strive to enhance the understanding of issues confronting public utilities and regulatory agencies through conferences, seminars and training programs; through research covering the energy, telecommunications, and water sectors, and by preparing students for careers in infrastructure industries. These programs teach the principles and practices that support effective utility
policy, regulation, management, and leadership. With these tools, we help government and industry officials develop efficient utility infrastructure to better meet the needs of their customers.

Ketchum Public Relations
- Mr. Paul Charoy, Managing Director

Founded in 1994, Ketchum Paris, a media relations and influence strategy agency, is one of the top five public relations agencies in France. It has over sixty clients, such as Kodak, IBM, Whirlpool, National Geographic, Pixar, FedEx, Samsonite, Hygena, QuikSilver, Médéric, Starbucks, the Minister for Employment, Social Affairs and Housing, Delta Air Lines, Toys “R” Us and Action Against Hunger. Since 2003, Ketchum Paris is the PR expertise of the communications group DDB France. Ketchum – a member of the Omnicom Group – represents the 6th international public relations network. The agency has developed an exclusive digital strategy, takes a methodological approach of its innovative Planning Process and develops a detailed program which includes new media such as blogs.

Philippe Labro
"An Evening at the American Library: Franco-American Relations"

Philippe Labro is a French author, journalist and film director. He has worked for RTL, Paris Match, TF1 and Antenne 2. He is a laureate of the Prix Interallié, a French literary distinction founded in 1930, which was awarded for «L’Étudiant étranger» in 1986. His books include: Tomber sept fois, se relever huit (2003); L’Étudiant étranger (1988); Un Américain peu tranquille (2005), Je connais gens de toutes sortes ; Un début à Paris (1996).

Robert J. McAnneny
"An Introduction to The Foreign Service"

Robert J. McAnneny, Regional Security Officer, was formerly minister-counselor to the United States Embassy in Moscow, Russia. During his tenure in the Foreign Service, he served in countries and regions around the world, including India, Afghanistan, Tajikistan, Oman, Senegal, Nigeria, Cyprus, France and Washington DC.

Ann McCluskey, Senior Consultant, Groupe i&e
"An Introduction to International Public Relations"

Ann McCluskey is a Senior Consultant in charge of international programs at Groupe i&e. One of France’s leading independent public relations agencies, Groupe i&e works with companies in France and abroad to help enhance and safeguard their reputations and brand image by improving relations with relevant target audiences. Its four divisions include opinion monitoring and analysis, consultancy, corporate media and publishing, and change management.
US Mission to NATO: Guest lecturers
-Mr. James Snyder, Information Officer for Denmark, Norway and the U.S., Public Diplomacy Division
“Current NATO Political Issues”

-Mr. Bruce Bach, Force Planning Directorate, Defense Policy and Planning Division
“The Real NATO In-box: The Inside Story”

The North Atlantic Treaty Organization (NATO) is an alliance of 26 countries from North America and Europe committed to fulfilling the goals of the North Atlantic Treaty signed on 4 April 1949. In accordance with the Treaty, the fundamental role of NATO is to safeguard the freedom and security of its member countries by political and military means. NATO safeguards the Allies’ common values of democracy, individual liberty, the rule of law and the peaceful resolution of disputes, and promotes these values throughout the Euro-Atlantic area.

The Alliance embodies the transatlantic link by which the security of North America and Europe are permanently tied together. It is the practical expression of effective collective effort among its members in support of their common interests. NATO provides a forum in which the United States, Canada and European countries can consult together on security issues of common concern and take joint action in addressing them.

Organization for Economic Cooperation and Development
Mr. Ricardo Tejada, Office of Public Relations
“An Introduction to the OECD”

The OECD brings together the governments of countries committed to democracy and the market economy from around the world to:

• Support sustainable economic growth
• Boost employment
• Raise living standards
• Maintain financial stability
• Assist other countries' economic development
• Contribute to growth in world trade

The Organization provides a setting where governments compare policy experiences, seek answers to common problems, identify good practice and coordinate domestic and international policies.
Loïc Seailles is in charge of Press Relations for Disneyland Resort Paris. Publicis, the largest agency network of the Publicis Groupe. Publicis has 8900 employees and 251 offices in 82 countries, spanning all disciplines. From its beginnings in Europe, the network has seen its international operations grow through its clients’ expansions and through a series of key acquisitions. The network’s clients include internationally known companies such as L’Oreal, Nestle, Renault and HP.

T. Bruce Sweeney, Col. U.S. Army
“An Introduction to International Affairs”

 Colonel T. Bruce Sweeney is a former Army Defense Attaché to Afghanistan and Faculty Member of the Asia-Pacific Center for Security Studies (APCSS). He is currently an Attaché de Défense at the American Embassy in Paris.

William Ramsay
"Energy Policy Challenges: The International Energy Agency Perspective"

 William Ramsay is a senior research fellow and director of the IFRI Energy Program. IFRI is the main French independent research and debate institution dedicated to international affairs. He was formerly deputy executive director of the International Energy Agency in Paris and director of its relations with non-member countries. He also acted as deputy assistant secretary for international energy issues, economic and foreign policy sanctions, and strategic commodities for the United States Department of State in Washington, DC. Ambassador Ramsay previously served as US Ambassador to the Republic of Congo, principal US negotiator for the North American Free Trade Agreement for energy and petrochemical issues, and economic/commercial officer in Kinshasa and in Abidjan. He served in the Office of Fuels and Energy in Washington, DC, and subsequently in the US delegation to the European Community in Brussels with responsibilities for policies on commodities, energy and nuclear policy. He was deputy chief of the US Liaison Mission in Riyadh, and economic counselor in the Embassy there before serving again in Washington as director of the office that formulated and oversaw implementation of US international energy policy. Ambassador Ramsay is a graduate of Michigan State University, where he received B.A. and M.A. degrees, and Stanford University, where he received a graduate degree in international economics.

Felix Rohatyn
“An Evening at the American Library: France and the United States”

 Felix Rohatyn served as U.S. ambassador to France from 1997 to 2000 and is a commander of the French Legion of Honor. Born in Vienna, Austria, in 1928, Ambassador Rohatyn received his secondary school education in France. He has lived in the United States since 1942 and resides in New York City. Prior to his appointment as ambassador in Paris, Mr. Rohatyn was a managing director of the investment banking firm Lazard Frères & Co., LLC, in New York, which he joined in 1948, becoming a partner in 1961. He retired from the firm in 1997 in order to take up his post in
France. From 1975 to 1993, he was also chairman of the Municipal Assistance Corporation of the State of New York, where he managed the negotiations that enabled New York City to resolve its financial crisis in the late-1970s. He served as a member of the Board of Governors of the New York Stock Exchange (NYSE) from 1968 to 1972. He also served on the boards of several NYSE-listed corporations, as well as on the board of Groupe Lagardère. Mr. Rohatyn is presently an honorary trustee of Carnegie Hall in New York City and a trustee emeritus of Middlebury College. He also serves on the boards of LVMH Moët Hennessy–Louis Vuitton, Publicis Groupe S.A., and Rothschild Continuation Holdings AG. Ambassador Rohatyn served in the U.S. Army from 1951 to 1953. He received his B.S. degree in physics from Middlebury College in Vermont in 1949 and has also been awarded numerous honorary degrees. He is a member of the Council on Foreign Relations, Council of American Ambassadors, and the American Academy of Arts and Sciences, among other nonprofit organizations. Ambassador Rohatyn is currently the president of FGR Associates LLC, a firm that provides financial advice to corporations.

Catherine Segal
“Women and International Journalism”

Catherine Segal, an international consultant with Psychologies Magazine and Madame Figaro has worked in journalism markets all over the world, from Spain to South Africa to the Philippines. She was formerly an adjunct editor-in-chief and reporter with Marie-Claire International, and also served as an adjunct editor-in-chief to the World Media Network. She also has extensive experience in development of online media, and helped launch the popular news site, Rue 89, in 2007.

In 1998, Segal was a finalist for the Prix de la Presse de l’Association des Femmes Journaliste. Segal is a graduate of the University of Nice, and received her master’s degree in Public Law and Political Science from Université de Paris I (Panthéon-Sorbonne).

The U.S. Embassy
Jennifer Bullock, Assistant Cultural Attaché
“The U.S. Embassy and the Public Affairs Unit”

The Embassy Chancery is housed in a government-owned building at 2, Avenue Gabriel on the northwest corner of the historic Place de la Concorde. Although a building was originally erected there in 1768, it was eventually torn down and construction on the Embassy’s main building began in 1931. In accordance with 18th-century French law, the building’s facade was designed to conform to those of other buildings on the Place de la Concorde.

The U.S. Embassy in Paris was America’s first diplomatic mission, and some of our "founding fathers" such as Benjamin Franklin, John Adams, Thomas Jefferson and James Madison were among our first envoys to France.
International Affairs and the Public Sphere at the PRC
Courses Offered, 2009

A new international opportunity for UF students, the International Affairs and the Public Sphere (IAPS) program is designed for students who seek to gain an international perspective and to prepare for the global challenges and opportunities of the 21st Century. Courses are offered in cooperation with the Warrington College of Business Administration, Department of Romance Languages and Literatures, Department of Political Science, and the Department of Public Relations of the College of Journalism and Communications.

The Paris Research Center, the University of Florida's first locale in France, serves to facilitate exchange and international research endeavors for University of Florida scholars and students campus-wide. It is designed to provide a platform for innovative and wide-ranging international program development.

In June, 2003, the Office of the Provost, the University of Florida International Center and the College of Liberal Arts and Sciences established membership at Columbia University's Reid Hall in Paris and granted the creation of the University of Florida Paris Research Center, directed by Dr. Gayle Zachmann, Associate Professor of French.

The Paris Research Center offers UF scholars an international home office for communications and consultation, administrative and networking services, event and program organization, assistance with study abroad program development, as well as reading rooms, classrooms, meeting rooms, and limited office space for program directors and/or scholars in residence.

Centrally located at the heart of Paris's Montparnasse district and a few blocks from the Latin Quarter, Columbia University's renowned Reid Hall houses UF's Paris Research Center. The Paris Research Center hosts numerous UF Sponsored Study Abroad Programs. On site, UF scholars and students benefit from opportunities offered by study abroad programs of the highest caliber, joining other universities and Reid Hall site-member programs including those of Columbia University, the University of Pennsylvania, Vassar College, Wesleyan College, Dartmouth College, Smith College, Tulane University, and Sarah Lawrence College.

The Paris Research Center enjoys membership affiliation with numerous units of the University of Florida and welcomes new members. The Paris Research Center provides facilities, administrative support, and limited funding for lecture series, workshops, symposia, research stays, and other initiatives promoting international exchange.
**FRT 4956—Modern Paris & Contemporary French Culture**

Professor Gayle Zachmann, Director, Paris Research Center; Coordinator, International Affairs and the Public Sphere

What is Contemporary French Culture? What contributes to a society’s world image and its image of itself? Much of modern thought leads us to conceive of the fabric of identity, history, culture and names as historically and situationally determined, a matter of circumstance. To better understand the Paris of today, what is referred to as French culture, and what “French culture” might mean in the context of a modern-day Europe, the goals of this study will be to trace the principal historical events which have formed and transformed the nation state, the mentality and the cultural production for which the country is so well known: its literature, art, cinema and “fashion.” In this survey of the principal political, intellectual, religious, social, and artistic currents that have marked France and France’s image since the Second World War, we will ask what it may mean to be French within a unified Europe. The course is designed to provide a deeper understanding of the historical relations between political and cultural identities and communication. The course will use a background text, program site visits and guest lectures, as well as the students’ own initiatives in Paris. Students are asked to take their learning outside the traditional classroom and into the streets, companies, institutions and cultural happenings of the daily life of the cosmopolitan center. It is recommended that students read the newspaper daily and, if possible, to watch news broadcasts.

**POS 4956—Comparative Political Institutions**

Professor Jeremy Jennings

This course offers students from across disciplines the opportunity to theorize about, analyze, and grasp the central importance of political institutions and their actors on policies and procedures that affect both the private and public spheres. The course emphasizes formal institutional structures as well as ‘informal’ forces of influence on legislatures and executives, including public opinion, media relations, and their intersection with electoral politics on social, regulatory, and economic policy. The mix of scholarly literature, practitioners’ perspectives, and site visits will enable students from different fields to comprehend how the choice of governmental structures, political norms, and socio-cultural forces affect lawmaking across different types of systems.

This course will cover the core debates in the study of comparative political institutions (legislatures and executives and their interaction). It will begin with a rich theoretical overview of major issues and frameworks for analysis, including constitutional “engineering,” parliamentary versus presidential and semi-presidential systems, electoral rules, party systems, representation, legislative rules of procedure, and “veto players” and their impact on legislative outcomes and executive-legislative relations. We will then devote ample time to comparing institutional politics in several countries according to their classification: the United States as presidential/“separated” system, France as a semi-presidential or hybrid system, variations of the Westminster parliamentary model in the United Kingdom, Canada, Ireland, and Italy, the impact of bicameral politics in federal countries such as the United States, Germany, and Australia, and an overview of European Union institutions in a supranational federal arrangement.

The format of the course is that of a small research seminar. Students will prepare short analytical papers, develop a longer research project, and make occasional in-class presentations.
Guest lecturers will form an important component of the course in addition to field trips to French and European Union government offices.

**PUR 4932—International Relations and Strategic Communication for Public Diplomacy: Relationship Building between Governments and Citizens of Foreign Nations**

*Professor Deanna Pelfrey*

This course analyzes the use of strategic communications (e.g., public relations and advertising) in both mediated and human forms to plan, execute, monitor, and evaluate public diplomatic strategies and tactics. Taught as an intensive module, it introduces participants to a multidisciplinary approach to the study of international relations and communication, global public relations and public affairs, international business, international strategic management, international affairs, and international communication. Case studies are an important component of the module, such as the “Shared Values” Campaign of the US Government targeting Middle Eastern citizens, “Citizens for a Free Kuwait” and “Kuwait Thanks America” campaigns, and Colombia’s campaign to gain support for the aid package called “Plan Colombia.” Experts in public diplomacy and international strategic communication are invited as special guest speakers as part of the course. Visits to government offices for foreign affairs, international media, and global public relations and public affairs firms allow participants to put concepts and theories into context.

**FRE 1182—Beginning French Language & Culture**

*Professor David Billa*

This course, which constitutes the basic sequence in French for the development of skill in the language, is a student-centered, communicative language class that integrates the experience and impressions of students living in Paris. Emphasis is placed on the development of language proficiency and cultural awareness. The student will work on all language skills and is asked to take his or her learning outside the traditional learning environment. Class includes many outside activities. Combines FRE 1130, FRE 1131.
MAN 3025—Principles of Management

Fundamentals of management underlying the solution of problems of organization and operation of business enterprises. Required for the business minor and fulfill Social Sciences Gen-Ed requirements.

MAR 3023—Principles of Marketing

Functions, institutions and methods of marketing goods and services. Relates marketing to the larger economic structure and emphasizes the importances of the consumer. Required for the business minor and fulfill Social Sciences Gen-Ed requirements.

BUL 4310—Legal Environment of Business

Introduction to the legal environment of business and organizations. Emphasis on public and regulatory law and on the social, political and ethical aspects of legal issues in business. Subjects include the nature of law and legal process; administrative law of contracts and torts; business and the constitution, statutory and common law; contracts and torts; business organizations and securities, antitrust, consumer protection and employment law.

GEB 3113—Entrepreneurship

Practical, hands-on understanding of the stages of entrepreneurial process. Focus on the decision-making process within a start-up company. Required for the entrepreneurship minor.

ISM 3004—Computing in the Business Environment

This course presents fundamental concepts from two perspectives—that of the individual business computer user and corporate business computing environment. The course familiarizes students with common business computing application; it is not a computer training or programming course. General studies majors (BA-GBA) can take this course to satisfy part of their restricted elective requirement.
International Affairs and the Public Sphere 2009

“We’ll always have Paris…”
Humphrey Bogart, Casablanca