

**Dennis Davy****Faculty of Management and Humanities**

Associate Professor – Speciality: Language, Soft Skills &amp; Cultural Studies

Phone: +33 (0)3.20.15.45.00

Fax: +33 (0)3.20.15.45.01

E-mail: [dennis.davy@edhec.edu](mailto:dennis.davy@edhec.edu)

**Dennis Davy** has taught soft skills, humanities and English in a variety of contexts since 1980, in Germany, Japan, Algeria, Qatar and Oman. Since arriving in France in 1993, he has worked with undergraduate and postgraduate students in a range of French universities and *Grandes Ecoles*, teaching classes in cross-cultural studies, team-building, pitching, CV writing and General/Business English, as well as providing a variety of theme-based courses, including the history of pop and rock music, the cultures of the English-speaking world, the city of London, British newspapers, and British art and literature. He has also provided tailor-made courses for French executives, judges, magistrates, notaries, economists and scientists within the context of continuing education. After lecturing in English and French at the University of London Institute in Paris (ULIP) and then working as the Head of the Languages Department at MIP School of Management, Dennis worked as a Lecturer at the Ecole Polytechnique in Paris and has been an Associate Professor at EDHEC since 2011.

Dennis was the Coordinator of the ‘Concours Langues’ (Competitive Language Entrance Examinations) for students wishing to enter EDHEC’s Master programmes for three years. He is now teaching a ‘Brand Yourself’ course on the Executive MBA at Lille and Paris, as well as electives for students in the 1<sup>st</sup> and 2<sup>nd</sup> year of the EDHEC BBA in Lille, and has also co-designed a course called ‘Governance, Culture and Society’ for students following the Global Business track of the BBA in Nice. His primary research interests include business communication, innovation in language pedagogy, discourse analysis in professional contexts, neologisms in Business French, lexicology, and word-formational processes in English and French. He has also designed and delivered postgraduate courses in applied linguistics, translation and language didactics. Dennis speaks English, French and German fluently and has a good command of Japanese, Spanish, Portuguese and Arabic. He holds degrees from the universities of Oxford, Lancaster and Cambridge in French & German Literature, Language Teaching Pedagogy and English & Applied Linguistics.

## EDUCATION

---

**1993 MPhil in English and Applied Linguistics**

University of Cambridge

Thesis title: *Word Formation Processes in Modern English and their Application in Materials for Teaching English as a Foreign Language***1987 RSA Diploma in Teaching English as a Foreign Language to Adults (Dip. TEFLA)**<http://www.cambridgeenglish.org/teaching-english/teaching-qualifications/delta/>

**1985 Diploma of Advanced Studies in Education in Linguistics and English Language Education (Pass with Distinction)**

University of Lancaster

**1980 Master of Arts (with First Class Honours) in Modern Languages (French and German)**

University of Oxford (Magdalen College)

## TEACHING EXPERIENCE

---

2011 – present

**Associate Professor, Faculty of Management and Humanities, EDHEC Business School**

- **Co-ordination, design and teaching** of the “Governance, Culture and Society” course (Europe, North America and Asia) to students on EDHEC’s BBA in Global Business (in Nice)
- **Design and Teaching** of electives in the Department of Culture and Society for EDHEC BBA 1<sup>st</sup> and 2<sup>nd</sup> year students (‘London Calling’ and ‘Around the World in English’)
- **Teaching** an 8-hour seminar ‘Brand Yourself’ (CVs, covering letters, LinkedIn profiles and interview techniques/tactics) to Executive MBA students in Paris and Lille
- **Facilitator** (Lille & Nice): MSc TICD (Talent Identification and Competency Development)
- **Facilitator** (Paris): MSc Apprenticeship Track - European Career Development seminar
- **Design and Teaching** of a study-skills seminar for Bachelor students entering EDHEC Business School (How to be a successful student)
- **Teaching** ‘Boost your English’ on the EDHEC Executive MBA in Paris & Lille
- **Supervision and assessment** of EDHEC MSc and BBA 4<sup>th</sup> year dissertations
- **Pedagogical tutoring** of EDHEC students (BBA and MSc) during their in-company apprenticeships in Paris
- **Participation** in selection committees, oral admission interviews and examination boards and juries

2015 – 2017

**Coordinator of the Language Entrance Examinations, EDHEC Business School**

- **Organisation** of the ‘Concours Langues’ at EDHEC Lille with a team of 80 language examiners in 13 languages (English, Spanish, German, Italian, Arabic, Chinese, Japanese, Russian, Portuguese, Polish, Hebrew, Latin and Ancient Greek)

2011 – 2014

- **Trained, observed and assessed** English language teachers preparing for Cambridge University’s Diploma in English Language Teaching to Adults (DELTA) at **ESOL Strasbourg**

2008 – 2020

**Part-time Lecturer in English Language, Department of Languages and Cultures, Ecole Polytechnique, Palaiseau**

<https://www.polytechnique.edu/en/department-of-languages-and-cultures>

- **Teaching** General English, examination-preparation classes and theme-based courses (British media, the English-speaking world, London)
- **Co-organised** the annual '*Semaine des langues et cultures*'

2008 - 2011

**Ecole Nationale de la Statistique et de l'Administration Economique (ENSAE), Paris**

[www.ensae.fr](http://www.ensae.fr)

- **Taught** theme-based cultural courses

2008 – 2011

**Head of the Language Department, MIP School of Management, Paris**

- **Ran** a department with 15 instructors teaching 5 languages
- **Delivered** courses in Business English at Bachelor's and Master's levels
- **Taught** at partner university in San Antonio, Texas

1998 – 2006

**Part-time Lecturer, University of Paris 13**

[www.univ-paris13.fr](http://www.univ-paris13.fr)

- **Delivered** courses in Economic, Financial and Banking English for Master's degree students

1993 – 2008

**Lecturer in English and French, University of London Institute in Paris (ULIP)**

[ulip.london.ac.uk](http://ulip.london.ac.uk)

- **Designed** and **taught** courses in General and Business English, French lexicology and corpus linguistics (Bachelor's level) and English-French translation (Master's level)
- **Co-developed** a Master's degree in Foreign and Second Language Teaching
- **Taught** courses in discourse analysis, lexicology, language testing and evaluation
- **Supervised** dissertations (in collocations, phrasal verbs and affixation)
- **Trained** teachers of English as Foreign Language (at Certificate, Diploma and Master's level)
- **Co-supervised** a PhD student working on the collocational competence of French and Japanese learners of English
- **Liaised with** and **visited** British universities (as Year Abroad Development Officer) to encourage British students of French to spend their semester or year abroad in Paris

1989 – 1992

**Head of the English Department, Nizwa Vocational Training Institute, Sultanate of Oman**

<https://www.nct.edu.om>

- **Created** and **co-ordinated** an English department
- **Provided in-service training** to non-native teachers of English

- **Assisted** with the **design** and **trailing** of new teaching materials and examinations for Oman, within a British government Overseas Development Agency pedagogical aid project

1987 – 1989

**Head English Teacher, British Council, Doha, Qatar**

<http://britishcouncil.qa/en>

- **Designed** and **taught** a variety of courses in General English and ESP (English for Specific Purposes) - managerial English and report-writing for executives in a steel company, English for security guards, oil drillers and hotel room-cleaning staff)
- **Prepared** students for EFL (English as a Foreign Language) examinations and conducted oral tests for Cambridge University examinations and IELTS

1985 – 1987

**Teacher of English, British Council, Algiers, Algeria**

[www.britishcouncil.dz/en](http://www.britishcouncil.dz/en)

- **Taught** General English and exam-based courses
- **Studied** in parallel for the Cambridge University/RSA Diploma in English Language Teaching to Adults (DELTA)

1982 – 1984

**Lecturer in English, Japan Women's University, Tokyo, Japan**

<http://www.jwu.ac.jp/eng/>

- **Taught** courses in creative writing, British Culture and English communication skills
- **Observed** and **assessed** trainee teachers

1980 – 1982

**Teacher of English, Himeji West Senior High School, Himeji, Japan**

- **Team-taught** English classes with Japanese colleagues at Junior and Senior High Schools in Hyogo prefecture

1978 – 1979

**English Language Assistant, Realschule Cochem, Germany**

- **Assisted** German teachers of English
- Provided classes in spoken English and British culture

## **PROFESSIONAL NON-TEACHING EXPERIENCE**

---

### **LANGUAGE AUDITS & CONSULTANCY**

2005 – 2006 Centre scientifique et technique du bâtiment (CSTB)

1999 Ecole des Mines d'Alès, France

1994 Renault

### **DESIGN OF LANGUAGE EXAMINATIONS**

2004 - 2014 **Designed** and **corrected** the UNESCO annual world English examination

## PUBLICATIONS

---

### Book Chapters

- 2020 *'French Entrepreneurial Pitches in English: Analysis of Linguistic Errors and Perceptions of Error Gravity'*. In González-Araujo V, Álvarez-Delgado R-C & Sancho-Rodríguez Á (eds.) **'Ethics in Business Communication: New Challenges in the Digital World'**, published by Peter Lang, Brussels
- 2015 *'Crafting the Investor Pitch Using Insights from Rhetoric and Linguistics'*. In Alessi G & Jacobs G (eds.) **'The Ins and Outs of Business and Professional Discourse Research: Reflections on Interacting with the Workplace'**, pp 182 – 203, published by Palgrave Macmillan, London (UK)
- 2010 *'Comment évaluer la compétence lexicale' (How to Measure Lexical Competence)*. In Gruaz C & Jacquet-Pfau J (éds) **'Autour du mot: Pratiques et Compétences'**, pp 177 - 200, published by Editions Lambert-Lucas, Limoges (France)

### Articles

- 2019 *'Les erreurs à éviter pour réussir ses pitches en anglais !'* (Les Echos) with Peter Daly, June 25  
<https://start.lesechos.fr/innovations-startups/entreprendre/les-erreurs-a-eviter-pour-reussir-ses-pitches-en-anglais-15414.php>
- 2019 *'Pitching in English: What Mistakes French Entrepreneurs Should Avoid'* (EDHEC Vox) with Peter Daly, April 5  
<https://www.edhec.edu/en/edhecvox/entrepreneuriat/pitching-english-what-mistakes-french-entrepreneurs-should-avoid>
- 2018 *'Language Boundary-Crossing by Business School Faculty Using English as a Medium of Instruction'* (with Peter Daly) **European Journal of International Management**, Vol 12, No 1/2, pp 62 – 81
- 2018 *'Challenges Facing Non-Native Speakers of English when Teaching in Business Schools'* (EDHEC Vox) with Peter Daly, March 22  
<https://www.edhec.edu/fr/edhecvox/management-leadership/challenges-facing-non-native-speakers-english-when-teaching-business>
- 2016 *'Structural, Linguistic and Rhetorical Features of the Entrepreneurial Pitch: Lessons from Dragons' Den'* (with Peter Daly) **Journal of Management Development**, Vol 35, No 1, pp 120 - 132
- 2014 *'Hybrid Lexical Use in French Corporate Discourse'* (with Peter Daly) **Gérer et Comprendre**, No 118, pp 41 - 51

2000                    ‘Shortening Phenomena in Modern English Word Formation: an Analysis of Clipping and Blending’ **Franco-British Studies**, No 29, Spring 2000

‘Lexical Learning - What Different Types of Information do Teachers and Students Need to Know about a Word or Lexical Expression?’ **The Journal, TESOL France**, Volume 7, 2000

### **Journal Editing**

Member of the editorial committee of the journal **Franco-British Studies** (2000 - 2008)

**Co-edited** the proceedings of the 2003 ‘Colloque sur les pronoms de deuxième personne dans les langues d’Europe’ (Colloquium on 2<sup>nd</sup> Person Pronouns in the Languages of Europe), Paris

### **Conference Presentations, Working Papers, Conference Chairs**

- 2019 Dec            **Plenary Lecture** entitled ‘Waves of Language Change in English over the Last Quarter Century’ at the TESOL France International Colloquium, Lille, France
- 2018 Jul            **Keynote Lecture** entitled ‘Persuasion and Impression Management Revisited: Insights from the Entrepreneurial Pitch’ at the Association for Business Communication (ABC) Convention at the Universidad de Alcalá, Spain (with Peter Daly)
- 2018 Jan            **Seminar** entitled ‘Active Listening in Group Interaction’ at the AIESEC Conference, Milan, Italy
- 2017 Nov            **Paper** entitled ‘Analyse structurelle et linguistique de l’ "elevator pitch" (argumentaire-éclair) à travers la série de télé-réalité britannique "Dragons’ Den"' at the Journée d’étude : Langues et pratiques du discours en situation professionnelle, at the University of Paris Nanterre (with Peter Daly)
- 2017 Jun            **Conference Paper** GEML, Englishization Copenhagen, Denmark (with Peter Daly)
- 2017 Jun            **Keynote Lecture** entitled ‘What Makes a Winning Elevator Pitch? Insights from Linguistics, Rhetoric and Discourse Analysis’ at the 9th International Conference on Discourse Communication and the Enterprise (DICOEN9) at Aston University in Birmingham, England (with Peter Daly)
- 2017 Mar            **Paper** entitled ‘French Presidential Campaign 2017: The Art of Storytelling’ at the EDHEC Research Day Conference, 14 March 2017, EDHEC Business School, Lille, France (with Peter Daly).

- 2016 Jan **Conference Paper** entitled '*Impression Management in the Entrepreneurial Pitch*' at the Association of Business Communication (ABC) Convention at the University of Cape Town, South Africa (with Peter Daly)
- 2016 Jan **Conference Paper** entitled '*French Entrepreneurial Pitches in English: An Analysis of Linguistic Errors and Perceptions of Error Gravity*' at the Association of Business Communication (ABC) Convention at the University of Cape Town, South Africa (with Peter Daly)
- 2015 Nov **Conference Paper** entitled '*Under African Skies: English-Speaking Africa*' at the **TESOL France International Colloquium**, Paris
- 2015 Jun **Conference Paper** entitled '*Sense-giving and Impression Management in the Entrepreneurial Pitch: A Critical Analysis of French Speakers Pitching in English*' at the 9<sup>th</sup> GEM&L International Colloquium of Management and Language, Aalto University – School of Business, Helsinki, Finland (with Peter Daly)
- 2015 Mar **Lecture** entitled '*Around the World in English – the Parts of the English-Speaking World that Other Courses do not Reach*' at the **Journée annuelle d'innovation pédagogique en langue et en management** held at IESEG Business School, Paris
- 2014 Dec **Lecture** entitled '*Raising Teachers' and Students' Lexical Awareness*' at the inauguration of **TESOL Lille**, at EDHEC Business School, Lille
- 2014 Nov **Conference Paper** entitled '*Helping English as a Foreign Language Learners to Spell Better*' at the **TESOL France International Colloquium**, Paris
- 2014 Jun **Conference Paper** entitled '*London Calling – Practical Ideas on How to Use London (or any City) as the Theme for a Series of Lessons*' at the **English Teaching Professional Live Conference** at Brighton, England
- 2014 Mar **Conference Paper** (with Peter Daly) entitled '*Genre-based Analysis of the Entrepreneurial Pitch*' at the Association for Business Communication's International Symposium (*The Ins and Outs of Professional Discourse Research*) at the **Università degli Studi de Modena e Reggio Emilia, Facoltà di Giurisprudenza**, Modena, Italy
- 2013 Nov **Conference Paper** at the **TESOL France International Colloquium**, Paris '*London Calling – Teaching London*'
- 2013 Mar **Conference Paper** (with Peter Daly) entitled '*Hybrid Lexical Usage in French Corporate Discourse*' at the 7<sup>th</sup> **International Colloquium of the GEM&L (Identités, langages et cultures d'entreprise. La cohésion dans la diversité ?)** at **Euromed-Management, KEDGE Business School**, Marseille
- 2013 Mar **Lecture** for **TESOL France**, Grenoble '*Using Songs in the English Language Classroom*'

- 2012 Nov **Conference Paper** at the **TESOL France International Colloquium**, Paris  
*'Practical Ideas for Using Poetry in the Classroom'*
- 2011 Nov **Conference Paper** at the **TESOL France International Colloquium**, Paris  
*'Teaching the Cultures of the English-speaking World'*
- 2010 Nov **Conference Paper** at the **TESOL France International Colloquium**, Paris  
*'The Use of Newspapers and the Study of the British Media with Students in French Grandes Ecoles'*
- 2009 Sep **Plenary Presentation** at the **IATEFL International Colloquium**, Poznan, Poland  
*'Lexical Innovation in English: Where do New Words Come from?'*
- 2008 Mar **Moderator** of the **'Great Debate'** in Paris  
*'Le système actuel des concours (le CAPES et l'Agrégation) est-il le meilleur moyen de sélectionner et de former les futurs enseignants d'anglais en France ?'*
- 2007 Jun **Lecture** at the **University of London Institute in Paris**  
*'Les expressions liées aux animaux en anglais'*
- 2007 Jun **Research Seminar** at the **University of London Institute in Paris**  
*'A Lexical Analysis of the Lyrics of the French Singer, Renaud'*
- 2007 Feb **Lecture** at the **Collège de France** (Groupe de Français Contemporain)  
*'Comment évaluer la compétence lexicale ?'*
- 2006 Nov **Conference Paper** at the **TESOL France International Colloquium**, Paris  
*'Lexical Innovation in English'*
- 2006 Jun **Research Seminar** at the **University of London Institute in Paris**  
*'The Learning and Teaching of English Spelling Systems'*
- 2005 Jun **Teacher Training Course** for English Language Instructors at **ENSIMAG** (Grenoble)  
*'Motivating Students in 'Grande Ecole' Foreign Language Classes and Dealing with Diversity'*
- 2002 Nov **Conference Paper** at the **TESOL France International Colloquium**, Paris  
*'The Role of Popular Music in Foreign Language Teaching'*
- 2000 Apr **Lecture** at the **British Council**, Muscat, Oman  
*'Pronunciation Teaching: the Specific Problems of Arab Learners of English and Practical Techniques for Dealing with Them'*
- 1999 Nov **Conference Paper** at the **TESOL France International Colloquium**, Paris  
*'Lexical Learning - What Different Types of Information do Teachers and Students Need to Know about a Word or Lexical Expression?'*
- 1998 Jan **Lecture** at **Metropolitan Languages**, Paris  
*'Guiding Learners to More Effective Vocabulary Learning'*



- 1998 Oct **Lecture** at the **British Institute in Paris/Longman Open Day**  
*'Keeping What You've Got: Strategies for Language Maintenance'*
- 1997 Jan **Seminar** at the **British Council**, Paris  
*'Language Attrition and Language Maintenance'*
- 1997 Feb **Round Table** at "**Expolangues**", Paris  
*'Optimising the Investment in In-Company Language Training'*
- 1997 Mar **Public Lecture** at the **British Institute in Paris, University of London**  
*'How Languages Change'*
- 1997 Mar **Training Seminars** for Slovenian Teachers of French as a Foreign Language (Language Consultancy for Renault)
- 1997 Sep **Lectures** at the **Jeddah Summer Institute** for Saudi Arabian Teachers of English
- Plenary Address**  
*'Testing the Speaking Skill: Creating a Positive Washback Effect in the Classroom'*
- Seminars**  
*'Developing Pronunciation Skills'*  
*'Supplementing Saudi Arabian English Textbooks'*
- 1997 Sep **Lecture** to the **Saudi Arabian Association of English Language Teachers**  
*'Phonological Problems of Arab Learners of English and Practical Suggestions for Dealing with These Problems'*
- 1997 Sep **Lecture** at the **British Institute in Paris/Longman Open Day**  
*'Business English Examinations: a User's Guide'*
- 1997 Oct **Lecture** at the **English Club**, Paris  
*'Exploring the Image of the Teacher as Manager'*
- 1996 Jun **Seminar** for **TESOL France**  
*'The Teaching of English Word Formation'*
- 1996 Nov **Lecture** at the **British Council**, Jeddah, Saudi Arabia  
*'Specific Problems of Arab Learners of English: English Vocabulary'*

## RESEARCH INTERESTS

---

- Discourse Analysis in Professional Contexts
- Neologisms and Anglicisms in French corporate discourse

- The entrepreneurial pitch analysed through the prism of linguistics, discourse analysis and rhetoric
- English as a Medium of Instruction (EMI) in French Higher Education
- Analysis of the English errors in the oral production of French entrepreneurs & business students
- The teaching/learning of vocabulary and the evaluation of lexical competence
- Word formation processes/neologisms in English and French
- The role of popular culture in foreign language teaching
- The history of pop/rock music (1950 to the present day)
- Language attrition and maintenance
- The teaching of English spelling
- The training of foreign language teachers
- In-company language training, consultancies and auditing
- The analysis and teaching of Business English and French
- Specific problems of French, Arab and Japanese learners of English
- Second person pronouns in the languages of Europe
- English verb-complementation patterns
- Analysis of French students' linguistic and stylistic errors in their Bachelor's and Master's dissertations

## PROFESSIONAL ASSOCIATIONS

---

**ABC Europe** (Association of Business Communication)

**GEM&L** (Groupe d'Etudes Management et Langage)

**IATEFL** (International Association of Teachers of English as a Foreign Language)

**TESOL France & TESOL Lille** (Teachers of English to Speakers of Other Languages)

## TEACHING MATERIALS/AUTHORED CASES

---

2009 Apr     **Co-authored** a French high school English textbook '**Good News**' published by Belin, Paris (with J Quéniart, P Monforte and F Marcel)

## TEACHING SPECIALITIES

---

- **Humanities:** theme-based cultural courses (British Media, British Art, the English-Speaking World, Africa and the Caribbean, History of Pop and Rock Music, English Literature, Current Affairs, London – History and Culture, 'Governance, Culture & Society- North America and Asia')
- **Soft Skills** (public speaking, business communication, inter-cultural awareness, team-building, techniques for competency-based interviews - CBI)
- **Personal Branding** (CV writing, professional profiles on social media)
- **Made-to-measure language coaching in communication skills** for top executives (one-to-one and small groups)

- Language Didactics/Teacher Training/Pedagogical Innovation and Creativity
- Applied Linguistics (Phonology, Semantics, Grammar, Syntax, Lexicology, Orthography, Discourse Analysis, etc.)
- Examination preparation (Cambridge exams (PET, FCE, CAE, CPE, BULATS, IELTS), TOEIC and TOEFL)

## LANGUAGE SKILLS

---

- **English:** native language
- **French and German:** near bilingual level
- **Japanese and Spanish:** intermediate
- **Arabic and Portuguese:** pre-intermediate level
- **Russian:** beginner