

Intercultural Management



SCHOOL

Esthua National Institute of
Tourism (INNTO France)



CAMPUS

Saint-Serge



LEVEL

1st year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Fall (S1)

> **Degree course:** International Hospitality Management

> **Teaching unit:** UE 1 - Interpersonal Relationships

> **Course language:** English

> **Duration (hours):** 16

> **ECTS:** 1

> **Teacher(s):** Gerold Beyer

> **Assessment:**

Continuous assessment

Final exam

> **Teaching methods:**

Lecture course hours

Tutorial course hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

After some theoretical outlines on communication, communication systems and ways of communicating, as well as definitions of the terms of "culture", "intercultural" or "cross-cultural", "intercultural interference" and "cultural dimensions", students will have to acquire techniques and strategies of detecting intercultural differences and management of intercultural conflicts. In group-work they will analyze documents that show cultural differences and present their results to the course group.

1. Basics about communication (verbal, non-verbal communication, gestures etc.)
2. Definitions of culture and Hofstede's model of "mental programming"
3. What are intercultural conflicts and how can they arouse?
4. Cultural dimensions and country/culture comparison tools
5. Group work: Analysis of documents

OBJECTIVES

Acquiring intercultural sensitivity and assess its importance in managing intercultural teams or dealing with customers with a different cultural background.

PREREQUISITES

None

SELECTIVE BIBLIOGRAPHY

Books :

- Cultures and Organizations, Geert Hofstede, McGraw-Hill Professional, 3rd Edition, June 2010
- Mirroring Hands, Richard Hill and Ernest L. Rossi, Crown House Publishing Limited, August 2018
- How to Negotiate Anything with Anyone Anywhere Around the World, Frank L. Acuff, Amacon, 3rd Edition April 2008

Web :

<https://www.hofstede-insights.com>