

Introduction to Intercultural Management



SCHOOL

IAE School of Management



CAMPUS

Saint-Serge



LEVEL

3rd year Bachelor's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Fall (S1)

- > **Degree course:** International Management
- > **Teaching unit:** UE 2 Compétences transversales
- > **Course language:** English
- > **Duration (hours):** 12
- > **ECTS:** 1
- > **Teacher(s):** Aldona Glińska-Newes

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

- Lecture course 12 hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

COURSE DESCRIPTION

1. Trends in cultures and their evolution
2. Cultural differences and management
3. Verbal and non-verbal communication in inter-cultural environment
4. Attitude to time and space
5. Building business relationships
6. Business protocol and etiquette
7. Values in cross-cultural management (G.Hofstede's framework)

This course leaves room for many interactions + Videos + Case studies.
Continuous assessment: File + defense

OBJECTIVES

By the end of this course, the student will be able to:

- define and describe culture dimensions determining human behaviours in an organisation at the individual, group and organisational level.
- analyse the cultural determinants of social processes and phenomena in an organisation.
- characterize the impact of cultural differences on the effectiveness of the management methods applied

PREREQUISITES

The students need to have general knowledge in management. No specific prerequisites are required in this regard.

SELECTIVE BIBLIOGRAPHY

1. G.Hofstede, Cultures and Organizations, Profile Books 2003
2. R.R.Gesteland. Cross-Cultural Business Behavior, Copenhagen Business School Press, 2012
3. G.P.Ferraro, The Cultural Dimension of International Business, Pearson Prentice Hall, 2006
4. R.D. Lewis, When Cultures Collide. Managing Successfully Across Cultures, Nicholas Brealey Publishing, London 2006