

CORPORATE SOCIAL RESPONSABILITY

24 hrs

Number of credits : 3

Language of instruction: English

Course leader: ABAD GREBERT Martha

Teacher : ABAD GREBERT Martha

COURSE DESCRIPTION

This course will allow the student to understand the invisible or visible cultural differences to overcome defensiveness and improve the management across cultures..

COURSE OBJECTIVE

To provide students with the keys to improve their intercultural business skills.

To understand the process of cross-cultural management and the challenges they face while working internationally.

To understand the cultural differences impact on international business interactions.

LEARNING OBJECTIVES

Use appropriated tools in decision-making.

Leverage technical and practical skills

Forecast impacts of a decision.

Implement academic and professional knowledge.

CONCEPTS TAUGHT

Language and discourse

Training in intercultural competence

Intercultural negotiation: Spain and Latin America.

TEACHING METHODS

Lectures, Case presentation and discussion, Class discussion, Group work, Videos, Sharing of Experience

EXPECTED WORK AND EVALUATION

Active participation

VALUATION METHOD

50%: Continuous assessment

50%: Final exam

BIBLIOGRAPHY

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Storti, C. 1990. *The art of crossing cultures*. Intercultural Press.

Beck, D and Cowan, C. 1996. *Spiral Dynamics. Mastering values, leadership and change*. Blackwell business.

Lehman, Himstreet, Baty. 1996. *Business communications*. 11th ed. International Thompson publishing.

Tamm, J and LUYET R. 2004. *Radical collaboration*. Harper Collins books.

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