

**Number of ECTS credits :** 3

**Course Language :** English

**Course responsible :** ABAD GREBERT Martha

## **≡ COURSE DESCRIPTION**

Intercultural competence is no longer seen as a “soft skill” and for many organisations it is a hiring attribute and a required skill of anyone wishing to work internationally. A lack of cultural savvy can lead to unsuccessful business relationships and therefore organisations lose time and money.

The course introduces the student to an understanding of cross-cultural issues and its impact in doing business, giving examples of films, advertising and video games. Students will develop an understanding of how societies and culture differ. Stereotypes and their role will be explored. Further cross-cultural communication, both verbal and non-verbal will be analysed and practical examples and sharing of experience will reinforce the learning effect.

Students will be able to brand their selves to engage and interact successfully in international environment.

## **≡ COURSE OBJECTIVES**

- o To develop a conceptual and practical understanding of how people differ across cultures.
- o To understand how these cultural differences impact on international business interactions, and how organisations can recognise and value cultural differences, aspects that are critical to the international business environment.
- o To provide students with an understanding of the process of cross-cultural management and the challenges they face while working internationally.
- o To learn about how cultural differences in behavior, attitudes, beliefs, perceptions, values and emotions and how these differences impact organizational behavior.

## **≡ TACLED CONCEPTS**

Concept of Culture Shock; Concept of Stereotypes; Theories of Intercultural Management (Hofstede, Trompenaars); Hall's concept of high-context and low-context cultures; Hall's concept of Monochronic versus Polychronic cultures...

## **≡ LEARNING METHODS**

Learning with video examples, films, advertising and games. Lectures, Case presentation and discussion, Class discussion, Group work, Videos, Sharing of Experience

## ≡ ASSIGNMENTS

To be ready to challenge yourself and to participate in the exercises and sharing of experiences.

## ≡ BIBLIOGRAPHY

- Hampden-Turner, C. and Trompenaars, F. 2002 . *Building Cross-Cultural Competence*, Chichester: John Wiley & Sons.
- Hodgetts, R.M., Luthans, R. and Doh, J.P. 2008. *International Management, Culture, Strategy, and Behavior*, McGraw-Hill.
- Hofstede, G. 2001. *Culture's Consequences, Comparing Values, Behaviors, Institutions and Organizations Across Nations*, 2nd edition, Thousand Oaks, Calif. Sage.
- Hofstede, G. 1991. *Cultures and Organizations: Software of the Mind*. McGraw-Hill.
- Trompenaars, F. 2003. *Did the Pedestrian Die?*, West Sussex: Capstone.
- Trompenaars, F. and Hampden-Turner, C. 1997. *Riding the Waves of Culture. Understanding Diversity in Global Business*. McGraw-Hill.

## ≡ EVALUATION METHODS

100 % : Contrôle continu

## ≡ SESSIONS

1

### « The art of crossing cultures »

BRIEFING : 03h00

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#### **Different nationalities= potential problems**

« The art of crossing cultures »

Cultural blindness

What is culture?

Cultural components

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2

### **Stereotypes and Adapt / adjust.**

BRIEFING : 03h00

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Stereotypes that have been portrayed previously in films.

Adapt / adjust. Process of learning the new culture and its behaviors and language in an effort to understand and empathize, with the people of the culture, to live among and interact successfully with them.

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**3**

### **Symbols, heroes and rituals.**

BRIEFING : 03h00

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Acculturative stress

Mental software

Symbols, heroes and rituals.

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**4**

### **Basic cultural types**

BRIEFING : 03h00

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The Seven Dimensions of Culture were identified by management consultants Fons Trompenaars and Charles Hampden-Turner

Basic cultural types . Geert Hofstede

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**5**

### **Apply concepts, brand your self**

BRIEFING : 03h00

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Apply concepts, brand your self

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**6**

### **Examples, games, museums**

BRIEFING : 03h00

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Examples, games, museums

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