

Teaching guide

IDENTIFICATION DETAILS

Degree:	Integral Leadership Program (Associated with Business Studies + International Relations)
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Faculty/School:	Legal and Business Science
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Course:	
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Type:	Compulsory Internal
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ECTS credits:	2
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Year:	4
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Code:	71336
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Teaching period:	Seventh-Eighth semester
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Teaching type:	Classroom-based
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Language:	English
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Total number of student study hours:	50
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Teaching staff	E-mail
Georgina Barquin Rotchford	georgina@smartlife.es

SUBJECT DESCRIPTION

The "Intercultural Management" course encompasses ways of cross-cultural comparison of management and communications processes, emphasizing on possible (and practical) cultural geographic distinctions and individual, group, and organizational history that affect behavior. The overall objective of the module is to define in theory and practice the divergence of management across the world today. At the end students will be able to understand the way management is approached in different areas of the world.

The course examines case studies and readings that focus on general concepts of "culture" as well as in particular on issues of intercultural competence, cultural identity and cultural diversity from a strategic, organizational, and marketing perspective. In parallel, the course considers the ethical issues highlighted by an intercultural perspective on business activities. The course encourages students to adopt a range of critical approaches drawn from history, anthropology, organizational sociology, narrative and symbolic/interpretive analysis, post-modern theory, and management practice.

GOAL

The overall objective of the module is to define in theory and practice the divergence of management across the world today. At the end students will be able to understand the way management is approached in different areas of the world and have key tools to adapt their management and communication styles.

PRIOR KNOWLEDGE

It is recommended that students review interpersonal communication key concepts studied in previous years, as well as recover their MBTI.

COURSE SYLLABUS

Hofstede Model
Lewis Model
Communication principles and tolos
Culture and Organizations

EDUCATION ACTIVITIES

Learn by doing approach in which students are expected to participate actively.
Role plays
Style tests
Case studies
Analysing a film

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
16 hours	34 hours

SKILLS

LEARNING RESULTS

The student will have the necessary tolos and examples as to be able to profile people by observing and listening to them.
Base don this observation he/she will be able to adapt his/her communication
Students will have the necessary understanding of how corporate culture is developed and what and how to change certaing processes and procedures in order to attain more agile, economically healthy companies where people are happier and more involved.

LEARNING APPRAISAL SYSTEM

Students will be evaluated through a continuous evaluation system (CES) and via the following tools:
•Attendance and continuous evaluation by the teacher of active participation in the exercises and debates in class

and the on-line campus forums. Attitudes and quality of reasoning measurement.

- Various individual works / exercises to apply theoretical knowledge.

- Personal Action Plan

Attendance and participation count for 40% of the grade as most work will be done during class.

Final Exam is 60% of the grade

Extraordinary Evaluation:

In case a student fails the first time around, he/she hand in a written report

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Hofstede, G. (2010): Cultures and Organizations: Software of the Mind. 3rd edition. McGraw-Hill. ISBN: 978-0071664189

Lewis, R. D. (2005): When Cultures Collide: Leading Across Cultures. Nicholas Brealey Publishing. 3rd edition. ISBN: 978-1904838029