PERSONA CIÈNCIA EMPRESA
UNIVERSITAT RAMON LLULL

CROSS-CULTURAL MANAGEMENT WITH A GLOBAL PERSPECTIVE

Credits: 4 ECTS (2 US Credits)

Duration: 30 hours

Course: Summer Program 2017

Professor: Jean-Philippe Charles - www.intercultural-management.es

Objectives

In an increasingly global world, managers must be able to handle diversity effectively. The aim of this module is therefore:

- To increase awareness of the impact of national cultures on business.
- To know the most significant cultural dimensions:
  - Identity: individual or collective
  - Rules: strict or flexible
  - Task orientation ("specific") or people orientation ("diffuse")
  - Trust
  - Expression of emotions
  - Vision of time
  - Attitude towards change
  - Distribution of power and hierarchy
  - Attitude: assertive ("masculine") or modest ("feminine")
- To understand the logic behind each cultural preference.
- To provide students with theoretical and practical tools designed to help them improve their productivity when working and doing business with people from other cultures.
- To raise students awareness of their own personal orientations.
- To tolerate and value cultural diversity as a source of higher productivity in companies when handled effectively.

Learning outcomes

After completing this course the student should:

1. Be more aware of the impact of national cultures on business / the workplace.
2. Be able to recognize and understand the most significant cultural differences.
3. Know the strengths and weaknesses of each cultural orientation.
4. Be aware of their own way of doing things.
5. Have tools to increase their effectiveness when doing business / working internationally.
6. Have a sound knowledge of the business / work cultures of the most significant world economies.

Teaching methodology

Classes will be conducted in seminar format promoting student's participation. The aim is to cover the subjects described in the "Contents" section both from a practical and a theoretical perspective, so the course is divided into theoretical lectures and tutorials. The tutorials represent a practical application, via case-studies and exercises, of the knowledge acquired during the lectures. The students will also have to make a group presentation in class.

Given that a major objective of this course is to be able to adapt to people from other cultures, students will work individually in class at the end of each chapter on their own cultural orientation, the way they are seen by others and what they can do to bridge the cultural gap.

Assessment criteria

The course will have 3 evaluation activities:

- 15%: ATTENDANCE & PARTICIPATION

  Aims: to encourage participation in the class.

- 15%: PRESENTATION

  Assessment type: Group presentations in class.

- 70%: EXAM

  Aims: to check the student's knowledge and understanding of the cross-cultural framework presented and his/her ability to use it in workplace / business situations.