

Course identification :	- Teaching unit : International Environment - Module : Management - Subject : Intercultural Management - Workshop	ECTS credits : "Intercultural Management", divided into two courses of 18 h each , bears 5 ECTS credits	Semester : autumn Teaching hours : 18 h Full workload : 63 h
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Objectives of the course:	<ul style="list-style-type: none"> • To understand the global and international context. • To understand what cross-cultural management is. • To analyze cross-cultural management theoretical approaches. • To know how to lead international negotiations by taking into account cross-cultural differences in order to reach your goal without committing mistakes.
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<p>Content:</p>	<p><u>Session 1 (3h)</u> I – Introduction 1. International context 2. Definitions 3. Intercultural obstacles to be aware of before moving abroad <ul style="list-style-type: none"> • Stages of cultural adaptation • Ethnocentrism • Linguistic differences • Stereotypes and prejudice • Non-verbal communication 4. Exercice in class : oral discussion II – Verbal communication <ul style="list-style-type: none"> • Language: a key dimension of culture <u>Session 2 (3h)</u> III – Non-verbal Communication 1. Practice in class: Cocktail party 2. Space 3. Gestures 4. Greeting rituals 5. Hall’s research: high and low context culture <ul style="list-style-type: none"> • Exercises in class (« Moosooned in India » + « Theresa ») <u>Session 3 (3h)</u> IV - Perception of time 1. Monochronous vs. polychronous cultures <ul style="list-style-type: none"> • Video « what time is it? » 2. Deals vs relationship-oriented cultures 3. Lewis model V - Case study « How to treat customers in Brazil? » VI - Focus Japan <u>Session 4 (3h)</u> VII – Creation of groups VIII – Main models of Intercultural Management 1. Hofstede’s 6 dimensions <ul style="list-style-type: none"> • Exercise in class: search the 6 dimensions for your chosen country 2. The 6 dimensions of Trompenaars <ul style="list-style-type: none"> • Exercise in class: search the 6 dimensions for your chosen country <u>Session 5 (3h)</u> IX - Intercultural Management & Business 1. Key questions to ask yourself before negotiations 2. Gapsmoov model 3. Perception of corruption X – Work on your final oral presentation in class (questions/difficulties) <u>Session 6 (3h)</u> XI - Final oral presentation in class + debate</p>
<p>Evaluation :</p>	<p>Participation in class + exercises: 40% Oral presentation :60%</p>
<p>Bibliography :</p>	<ul style="list-style-type: none"> • Management interculturel – Dunod – Olivier Meier • Cross-Cultural Management: Essential Concepts – David C. Thomas • Understanding Cross-cultural Management – Marie-Joëlle Browaeys, Roger Price • Web site: Hofstede Insight

