

10. SRH INTERNATIONAL WEEK 2019: Course description

Title of Course:	Intercultural Management - Concepts and tools to succeed when working in an intercultural and international context
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer Position Home University Email	Anne Vanmaercke Strategic Advisor & Lecturer Hogeschool VIVES (KU Leuven Association) - Belgium anne.vanmaercke@vives.be
Lecturer/Title/ Home University Position Email	Francois Cudel Lecturer University of Lille – University Institute of Technology A - France francois.cudel@univ-lille.fr
Course description/ Contents:	<p>Description</p> <p>Many of you, students, will in your professional life work with foreign colleagues or even live abroad. Maybe you already live abroad as an Erasmus student. One of your biggest challenges will be dealing with intercultural differences. Different cultures have different values, different ways of communicating and different ways of managing.</p> <p>Therefore you need to understand those cultural differences which are a richness for your professional and personal life, even if you don't travel yourself,</p> <p>This course will provide you with both theory and tools to understand and explain, even predict, the differences you will live and will provide you with frameworks how to communicate and manage effectively in an intercultural context.</p> <p>Content</p> <p>This course will focus on the 4 building blocks for effective intercultural management :</p> <ol style="list-style-type: none"> 1. Cultural symbols, cultural roots, stereotypes, and norms and values 2. Intercultural business communication, including commercials 3. Intercultural business behaviour 4. Intercultural management and leadership
Learning outcome:	At the end of this course you will be able to demonstrate <ul style="list-style-type: none"> - An understanding of your own culture - An understanding of comparing different communication styles between cultures - An ability to analyse the impact of cultural differences on commercials - An ability to compare sociological differences between cultures - An ability to define an effective management style for a given culture
Examination:	The assessment is based upon a case study and will be solved in international teams. All preparation will be done during class contact hours.
4 questions to be prepared by the students prior to arrival:	<ol style="list-style-type: none"> 1. Describe a personal situation where you have been challenged by cultural diversity (20 lines) 2. Find a commercial (provide the Internet link) that is putting emphasis on a national stereotype (from your country). Analyse it (20 lines) 3. Find an article in English (provide the Internet source) that is speaking about intercultural challenge for a small company. Analyse it (20 lines) 4. Describe your expectations about this course (20 lines)
Essential reading:	Books (handouts) Richard R. Gesteland. (2012). <i>Cross-Cultural Behavior: A Guide for Global Management</i> , 5 th edition. Denmark : Copenhagen Business School Press.

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	<p>J�rome Dumetz, Fons Trompenaars, e.a. (2012). <i>Cross-cultural management textbook</i>. Student edition. CreateSpace Independent Publishing Platform.</p> <p>Fons Trompenaars & Charles Hampden-Turner. (2010). <i>Riding the Waves of Innovation: Harness the Power of Global Culture to Drive and Growth</i>. 1st edition. McGraw-Hill education.</p> <p>Fons Trompenaars & Peter Woolliams. (2004). <i>Marketing across culture</i>. Edition Capstone.</p> <p>Erin Meyer. (2014). <i>The culture map</i>. Edition Public Affairs.</p> <p>Internet sources</p> <p>Fons Trompenaars. (2019). <i>Mindtool box</i>. https://www.mindtools.com/pages/article/seven-dimensions.htm.</p> <p>United Nations Development Program. <i>Intercultural management</i>. http://www.jposc.undp.org/content/jposc/en/home/intercultural-management/</p>
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