

# ERA101 Cross-cultural Business Management

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**5 ECTS**

## **Objective - Course description**

- The purpose is to get acquainted with intercultural communication issues so as to make business communication more efficient.
- Get some understanding of and learning about cultural differences and behaviours for better business relationships

By the end of the term, the students will be able to understand the complexity of cross-cultural communication and apply adequate business etiquette, use adequate verbal and non-verbal communication in a multicultural environment.

## **Learning content**

The course is subdivided into 5 major modules:

Module 1. Unity and Diversity: defining yourself based on Hall dimensions etc

Module 2. Defining culture: culture and cultural groups, company culture and leadership styles

Module 3. Communication: obstacles to communication and intracultural communication

Module 4. Models for ICC: Meyer, Trompenaars and business cases, Hofstede and business cases, universalism vs relativism, diversity competence: TOPOI model for diversity competence (Hoffman)

Module 5. Culture and ethics

Online Team Project with students from a partner university college resulting in a digital magazine about the Hofstede ICC model.

## **Learning outcome**

At the end of the Module, the student must show be able to:

- Analyse multicultural communication issues
- Investigate such issues and propose solutions.
- Develop his own communication skills to operate in appropriate multicultural business contexts.
- Compare aspects of culture and show respect for the culture of the other.
- Share one's own cultural experience.

## **Methodology**

The methodology used for this course is the blended learning approach, combining face-to-face and remote online learning.

The learning modules presented in class, are completed with a program of online application exercises:

Learning modules presented in class by the teacher in charge.

Online group work, discussions and realistic application exercises

Related assignments to be handed over in relation to the topics dealt with

Succession of online and offline class activities including an online project of virtual exchange with students from a foreign partner University. The program also includes +/- 10 hours of self-study activities.

## **Learning material**

- Files and handout made available online on the virtual campus
- Videos, presentations and other multimedia online material made available on the virtual campus
- Information material collected during the visits, personal research, VE project and other field activities
- Most of the input information, together with the quizzes, assignments, forums, and other documents will be made available online on the virtual campus.

## **Evaluation**

70% Continuous assessment in the first four months Set of assignments or work

30% End of first term assessment Written and/or oral test

All the online and offline activities will be taken into account, i.e. :

- The regular reports and papers posted online
- The participation into the class discussions
- The participation in the different visits
- The research and exercises made online
- The online VE project carried out with international students from a partner institution
- The participation into the publication of the related web magazines
- The presentation of their portfolio.