

## INTERCULTURAL LEADERSHIP AND MANAGEMENT

Date	Content	Number of hours
L 1	Introduction and overview – expectations, course goals, syllabus. Individual and team project and presentations. The Fundamentals of Culture. Drivers and consequences of globalization.	4
T 1	<u>Individual Exercise (1)</u> : Examine your own cultural identity; defining yourself as a cultural being. Stereotypes vs tendencies. How to observe your culture in a foreign environment?	2
L 2	Culture as an explanatory factor. Concept of “National Culture”. Typologies of Hofstede and Trompenaars. Group presentations.	4
T 2	Individual analysis / personal reflection about the Hofstede’s model with respect to the student’s cultural origin/s. Show examples to demonstrate / explain the reasoning behind (on-line campus forum). Watch Film and analyse the scenes from a cultural perspective.	2
L3	What’s Cross-Cultural competence? Stages of Cross-Cultural competence. Learning process. Cross-Cultural competence and Business.	1,5
T3	Case Study 1 / debate (on-line campus forum)	1
L4	Principles of Effective Communication. Different Communication Styles. Challenges of Communicating across Cultures. Basics in International Body Language. Psychometric tests: MBTI	6,5
T4	Case Study 2 / debate (on-line campus forum)	2
L5	Principles of Negotiation. Different Negotiation Styles. Challenges of Cross-Cultural Negotiation. Conflict Resolution Profile Test	4
T5	Case Study 3 / debate (on-line campus forum)	2
L6	Principles of Management. Different Management Styles. Challenges of Managing across Cultures. The Cultural Intelligence Difference.	4
T6	Case Study 4 / debate (on-line campus forum)	2
L7	Organizational Culture Fundamentals. Relationship between National Culture and Organizational Culture. Ethical Behavior in the Global Marketplace.	2

T7	Case Study 5 / debate (on-line campus forum)	1
L8	Intercultural Management and Leadership. Multi-cultural work groups and teams. Creating Cultural Synergy. Motivating the Global Workforce. Use of Belbin Role Test, % Dysfunctions of a team Test, Personal profiling. These tests will allow attendees to understand team members' motivations to lead them more effectively. Also, students will develop their own professional brand image.	10
T8	Case Study 6 / debate (on-line campus forum)	2
L9	Entrepreneurship and Innovation. International Marketing. Global and culture-specific advertising.	4
T9	Analysis of different commercials / advertising	2
L12	Team Project / Presentations - Debate and feedback	4
	<b>Total contact hours</b>	<b>36</b>
	<b>Total hours of homework</b>	<b>16</b>

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