

opportunity.

organizational activities.

Learning

outcomes

COURSE SYLLABUS

Academic year 2023/2024

OPĆE INFORMACIJE O KOLEGIJU Naziv kolegija Intercultural Management Studijski program Leadership and Management graduate professional study programme Kratica kolegija INCOM Godina studija 1. Šifra kolegija MLM23609 Semestar 2./Summer Status kolegija Obligatory **ECTS** 5 Vrsta Ukupno Bernays – prema nastave sati **Nastavno** Mjesto i vrijeme objavljenome 20 Clasess održavanja nastave opterećenje rasporedu Exercises 20 NASTAVNO OSOBLJE Nositelj Dino Giergia Suradnici na predmetu Sofia Van der Vegt Akademski stupanj Akademski stupanj **MES** Dr. sc. Zvanje Predavač Zvanje Asistent Kontakt e-mail Kontakt e-mail dino.giergia@bernays.hr sofia.vdvegt@bernays.hr Prema objavljenome Prema objavljenome Konzultacije Konzultacije rasporedu rasporedu OPIS KOLEGIJA This course should provide an intellectual and experiential forum for developing the necessary interpersonal-intercultural skills by learning to identify cultural aspects of behavior of persons from different cultures. Course should provide detailed expertise in dealing with a wide variety of cultural Course situations, challenges and paradigms, thus learning skills that will be useful for working effectively in objectives multi-cultural teams, cross-cultural negotiations and international careers. The course puts a strong emphasis on practical applications that will be enhanced through exercises, case studies and crosscultural group projects. Pre-None. requisites 11: Analzye the cross-cultural management significance in international business environment, along with the importance of coping with and managing cultural differences in a way that they become an

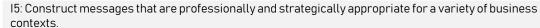
14: Recognize interrelations between and among business system components.

particularly in international business environment.

12: Recognize cross-cultural management's effect on individual, group and corporate success,

13: Critical and creative analyze the comprehensive impacts of culture on numerous managerial and





- I6: Demonstrate increase sensitivity regarding professional business communication in different cultural contexts.
- 17: Lead teams in multicultural environment by displaying competent global leadership skills, interpersonal and emotional inteligence skills and supportive team behavor.
- 1. Introduction to cross-cultural management course design, content, requirements and class organization; The globalization of business and people in the 21st century
- 2. The concept of national culture; facets, elements and characteristics of culture; levels of culture; Understanding national and corporate culture
- 3. Dimensions of national culture; Theoretical and empirical models of national Culture; World Value Survey; Cultural clusters. Exercises.
- 4. Understanding culture and cultural differences around the globe: Impacts of culture and cultural differences (time consciousness, relationships, values and norms, beliefs and attitudes, work habits and practices, mental process and learning, sense of self and space, appearance); European cultures; American and Australasian cultures; Asian, African and Middle East cultures; National and global culture; Cultural stereotypes. Exercises.
- 5. Mid-term exam 1

Course content

- 6. Impacts of national culture on communication; Barriers to intercultural communication (attitude, perception, interpretation); The culturally sensitive elements of verbal and nonverbal business communication; Differences in business communication across cultures (low vs. high context cultures, reserved vs. effusive cultures, written vs. spoken cultures); Communicating across cultural distance; Cross-cultural communication failures; Influences of national culture in international negotiations; Managing, mitigating and preventing conflicts in international negotiation;
- 7. Leadership across cultures; Different conceptions of leadership; Leadership styles, expectations and examples of leaders; Cultural dilemmas; Comparing business ethics across cultures. Exercises.
- 8. Working in multi-cultural teams; Concepts, processes and performance of multi-cultural teams; Culturally intelligent team management: skills and strategies; Decision-making models across cultures. Exercises
- 9. Cultural intelligence components, development process and supporting activities, mindfulness and behavior; Acculturation and cultural shock; Culture and organizations; Culture and corporate structure; Cultural view of strategy; Cultural change of organizations; Cultural diversity in organizations. Exercises. 10. Team project pitch

Teaching methods	Х	Predavanja	×	Vježbe		Terenska nastava		Multimedija i mreža	Mentorski rad
		Seminari i radionice		Obrazovanj e na daljinu	X	Samostalni i grupni zadaci		Laboratorij	Ostalo
Vrste vježbi (ako su na kolegiju predviđen e vježbe)	×	Auditorne vježbe	x	Metodičke vježbe		Vježbe u praktikumu		Laboratorijske vježbe	Eksperi- mentalne vježbe
		Terenske vježbe		Lektorske i govorne vježbe		Vježbe iz stranog jezika	Х	Projektantske vježbe	Ostalo

Jezik izvođenja

English language

Obveze studenata

Class attendance and engagement, patricipation in the group case studies and project assignments.



Praćenje rada	1,3	Pohađanje nastave/vježbi		Aktivnost na nastavi		Pismeni ispit	Usmeni ispit	1,5	Kolokviji
studenata i ECTS bodovi		Seminarski rad	1,5	Projekt	0.7	Vježbe	Esej		Ostalo

Ocjenjiva nje studenta tijekom nastave i završnog ispita

Evaluation structure	Ponder				
1. Class attendance	5				
2. Practical exercises	15				
3. Mid-term exam	40				
4. Team project assignment	40				
TOTAL (classes + exam + team assignment)	100				

Required literature

1. Browaeys, M.-J., Price, R. (2016). *Understanding cross-cultural management* (3rd ed.). Pearson.

Recomme nded literature

- 1. Gesteland, R. R. (2015). *Cross-Cultural Business Behavior: A Guide for Global Management*, 5th, Copenhagen Business School Press.
- 2. Gannon, M. J., Pillai, R. K. (2015). *Understanding Global Cultures: Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity*, 6th ed., Sage.
- 3. Hofstede, G., Hofstede, G. J., Minkov, M. (2010). *Cultures and Organizations: Software of the Mind*, 3rd ed., McGraw-Hill Education.
- 4. Strunger, D. M., Cassiday, P. A. (2009). 52 *Activities for Improving Cross-Cultural Communication*. Intercultural Press..

Class quality assesmen

Opservation and evaluation of the Classes; students' pool