

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
Nastavno opterećenje	Vrsta nastave	Ukupno sati	Mjesto i vrijeme održavanja nastave Bernays – prema objavljenome rasporedu
	Classes	20	
	Exercises	20	

NASTAVNO OSOBLJE

Nositelj	Dino Giergia	Suradnici na predmetu	Sofia Van der Vegt
Akademski stupanj	Dr. sc.	Akademski stupanj	MES
Zvanje	Predavač	Zvanje	Asistent
Kontakt e-mail	dino.giergia@bernays.hr	Kontakt e-mail	sofia.vdvegt@bernays.hr
Konzultacije	Prema objavljenome rasporedu	Konzultacije	Prema objavljenome rasporedu

OPIS KOLEGIJA

Course objectives	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 situations, challenges and paradigms, thus learning skills that will be useful for working effectively in 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 cross-cultural group projects.
Pre-requisites	None.
Learning outcomes	<p>I1: Analyze 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 opportunity.</p> <p>I2: Recognize cross-cultural management's effect on individual, group and corporate success, particularly in international business environment.</p> <p>I3: Critical and creative analyze the comprehensive impacts of culture on numerous managerial and organizational activities.</p> <p>I4: Recognize interrelations between and among business system components.</p>

	<p>15: Construct messages that are professionally and strategically appropriate for a variety of business contexts.</p> <p>16: Demonstrate increase sensitivity regarding professional business communication in different cultural contexts.</p> <p>17: Lead teams in multicultural environment by displaying competent global leadership skills, interpersonal and emotional intelligence skills and supportive team behavior.</p>								
Course content	<p>1. Introduction to cross-cultural management - course design, content, requirements and class organization; The globalization of business and people in the 21st century</p> <p>2. The concept of national culture; facets, elements and characteristics of culture; levels of culture; Understanding national and corporate culture</p> <p>3. Dimensions of national culture; Theoretical and empirical models of national Culture; World Value Survey; Cultural clusters. Exercises.</p> <p>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.</p> <p>5. Mid-term exam 1</p> <p>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;</p> <p>7. Leadership across cultures; Different conceptions of leadership; Leadership styles, expectations and examples of leaders; Cultural dilemmas; Comparing business ethics across cultures. Exercises.</p> <p>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.</p> <p>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.</p> <p>10. Team project pitch</p>								
Teaching methods	x	Predavanja	x	Vježbe		Terenska nastava		Multimedija i mreža	Mentorski rad
		Seminari i radionice		Obrazovanje na daljinu	x	Samostalni i grupni zadaci		Laboratorij	Ostalo
Vrste vježbi (ako su na kolegiju predviđene vježbe)	x	Auditorne vježbe	x	Metodičke vježbe		Vježbe u praktikumu		Laboratorijske vježbe	Eksperimentalne vježbe
		Terenske vježbe		Lektorske i govorne vježbe		Vježbe iz stranog jezika	x	Projektantske vježbe	Ostalo
Jezik izvođenja	English language								
Obveze studenata	Class attendance and engagement, participation in the group case studies and project assignments.								

Praćenje rada studenata i ECTS bodovi	1.3	Pohađanje nastave/vježbi		Aktivnost na nastavi		Pismeni ispit		Usmeni ispit	1.5	Kolokviji
		Seminarski rad	1.5	Projekt	0.7	Vježbe		Esej		Ostalo

Ocjenjivanje 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). <i>Understanding cross-cultural management</i> (3rd ed.). Pearson.
Recommended literature	1. Gesteland, R. R. (2015). <i>Cross-Cultural Business Behavior: A Guide for Global Management</i> . 5th. Copenhagen Business School Press. 2. Gannon, M. J., Pillai, R. K. (2015). <i>Understanding Global Cultures: Metaphorical Journeys Through 34 Nations, Clusters of Nations, Continents, and Diversity</i> . 6th ed., Sage. 3. Hofstede, G., Hofstede, G. J., Minkov, M. (2010). <i>Cultures and Organizations: Software of the Mind</i> . 3rd ed., McGraw-Hill Education. 4. Strunger, D. M., Cassiday, P. A. (2009). <i>52 Activities for Improving Cross-Cultural Communication</i> . Intercultural Press,.
Class quality assessment	Opseration and evaluation of the Classes: students' pool