

2006 / 2007: Bachelor of International Trade

Identification Course : **Cross-cultural communication (Core Major 1 of 4)**
Course Coordinator : Phil Eyre
Professor(s) : Ellen Francois
21 hours

Objectives To be able to take into account the impact of cultural differences on interpersonal relations and working methods, as well as on management and negotiation. To become aware of one's own cultural conditioning and that of one's professional partners.

Prerequisites Marketing and human resources courses

Syllabus

- **Presentation and recognition of the significance of cross-cultural management**
- **Notion of culture, perception of the other**
- **Main variables in cross-cultural management especially those developed by Hofstede, E.T. Hall and Trompenaars**
- **Examples of difficulties encountered by international joint venture**

Methods of work Theory, discussion and debate, especially with students from different nationalities. Video material of multicultural teams. Group work and group presentation of results.

Validation **Exam : end of semester**
Continous assessment :

Bibliography See the bibliography distributed in class
