

8. SRH INTERNATIONAL WEEK 2017: Course description

Title of Course:	Intercultural Management Concepts and tools to succeed when working in an intercultural and international context (integrate the cultural diversity in your curriculum, at home and abroad)
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer/Title/ Home University:	<p>Anne Vanmaercke. Lecturer in Management and Business Administration at Vives (Katho), association KULeuven (Kortrijk, Belgium); anne.vanmaercke@vives.be Note: Anne Vanmaercke has more than 20 years international experience, first at PWC and since 1999 at Vives-Kortrijk: participating every year to several international weeks to students and giving lectures in English to Erasmus students and in France to both Erasmus and French students</p> <p>François Cudel, Lecturer in Business Administration at the University of Lille 1 (Lille, France); francois.cudel@univ-lille1.fr Note: François Cudel has more than 20 years international experience inside the Erasmus programme, participating to 4 to 6 international weeks per year. He is responsible for incoming Erasmus in his institution, dealing with about 40 Erasmus foreign students per year for more than 15 year and giving 80% of his lectures in English, mainly to groups that mix French and Erasmus students.</p>
Course description/ Contents:	<p>Aim This course will give to participating student knowledge, competences and behaviour skills that will permit her/him to work in an intercultural context: with a special emphasis on how to succeed when working in a context of cultural diversity during your studies</p> <p>Key words Culture, intercultural communication, intercultural issues, benefit from cultural diversity</p> <p>Contents Monday: Course introduction: What commercials are telling about stereotypes and cultural differences? Tuesday: Intercultural business communication Wednesday: Intercultural business behaviour Thursday: Intercultural management and leadership: Friday: Assessment based on a case study and solved in team</p>
Learning outcome:	<p>Pedagogy Each session is based on a PowerPoint. Small case studies and workshops are made during the lecture. Examples and highlights are given by the two lecturers. Students are encouraged to participate actively and to propose realistic solutions to the given case studies. At the end of each session, a ten minute multiple choice questionnaire is answered by</p>

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	<p>the students and checked by the lecturers to summarize the new knowledge acquired.</p> <p>Materials This course combines: Written documents Visual and multimedia elements Small written case studies, students' team work, role playing games</p>
Examination:	<p>Case study about cultural diversity in a working team to be solved in team With documents 150 minutes preparation – 15 minutes presentation</p>
4 questions to be prepared by the students prior to arrival	<ol style="list-style-type: none"> 1. Describe a personal situation where you have been challenged by cultural diversity (20 lines) 2. Find a commercial (provide the Internet link) that is putting emphasis on national stereotype (from your country) 3. Find an article in English (provide the Internet source) that is speaking about intercultural challenge at the university. 4. Describe your expectations about this course (20 lines)
Essential reading:	<p>http://www.jposc.undp.org/content/jposc/en/home/intercultural-management.html Main sources of the course (2012) Richard R. Gesteland. Cross-cultural business behaviour: marketing, negotiating and managing across cultures. Copenhagen Business School Press. (2004) Fons Trompenaars & Peter Woolliams. Marketing across culture. Edition Capstone. (2004) Fons Trompenaars & Charles Hampden-Turner. L'entreprise multiculturelle. Maxima éditions. (2004) Charles Hampden-Turner & Fons Trompenaars. Au-delà du choc des cultures. Dépasser les oppositions pour mieux travailler ensemble. Editions d'Organisation. (2010) Fons Trompenaars & Charles Hampden-Turner. Riding the Waves of Innovation: Harness the Power of Global Culture to Drive and Growth.</p> <p>In order to prepare the course, you can read this paper made by a student http://conferinta.management.ase.ro/archives/2013/pdf/11.pdf</p>