

8. SRH INTERNATIONAL WEEK 2017: Course description

Title of Course:	Working, Managing and Leading Across Cultures
Language:	English
Course Type:	Seminar / workshop
Work Load:	20 hours (including exams on Friday)
Lecturer/Title/ Home University:	Mark Ridolfo (Programme Leader, Business Studies) Bournemouth University (UK)
Course description/ Contents:	<p>This module aims to develop students' understanding of the skills, attributes, knowledge and competences required to conduct themselves professionally, credibly and effectively in an international study and/or working environment. It is further designed to develop critical awareness of the impact of culture, and cultural differences, on business interactions, as well as management policies, practices and processes.</p> <p>The module will consist of lectures, seminars, workshops, group-based activities, case studies and practical exercises.</p> <p>Indicative contents</p> <ul style="list-style-type: none"> • The global business environment • Cultural differences and their impact on business and management practices • Cross-cultural theory • Managing and leading in an international context • Selecting, compensating and managing a diverse workforce • International assignments, expatriation and repatriation • Cross-cultural training
Learning outcome:	<p>Students who successfully complete this module will have demonstrated:</p> <ol style="list-style-type: none"> 1. an understanding of how cultural differences impact on communication and business etiquette / protocol; 2. the ability to explain, evaluate and apply cross-cultural theories; 3. an understanding of how national, institutional and cultural differences influence organisational behaviour, management and leadership; 4. an understanding of some of the challenges associated with expatriation, and repatriation, and the role cross-cultural training can play in addressing these.
Examination:	<ul style="list-style-type: none"> • Contribution to in-class discussions 25% • Homework Task (Case Study) 25% • Multiple-Choice / Short answer Test 50%
4 questions to be prepared by the students prior to arrival:	<ol style="list-style-type: none"> 1. Can you identify some of the characteristics of the 21st century workplace. 2. What do you consider to be the most important attributes (skills, behaviours, competencies, etc.) of effective international managers. 3. How equipped / prepared do you feel for working in a multicultural working environment, and why? 4. If you were to design a training programme for a manager moving from one country to another, what components would it have?

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<p>Essential reading:</p>	<ol style="list-style-type: none"> 1. http://www.culturocity.com/index.html: An interesting site, but with limited content-control. 2. http://www.executiveplanet.com/index.php?title=Main_Page: A good 'hints and tips' site. 3. http://www.kwintessential.co.uk/: Another good commercial site, with helpful hints and tips.
<p>Indicative reading:</p>	<ol style="list-style-type: none"> 4. http://news.bbc.co.uk/1/hi/country_profiles/default.stm: A BBC resource. Very up-to-date. 5. http://www.worldbusinessculture.com/: This is actually the site of an e-publishing company. The number of countries is quite small, but the information is very useful. 6. http://www.export.gov/: The US Government site for supporting overseas trade, development and investment. US-centric and not easy to navigate, but comprehensive and up-to-date. 7. http://www.ukti.gov.uk/export/countries.html: The UK equivalent of Export.gov - the official site for UK export advice. This link takes you to the section with overviews of countries. 8. http://hdr.undp.org/en/: The UN's 'Human Development Reports' site has some interesting areas, including 'Country Profiles'. 9. http://www.doingbusiness.org/rankings: Ranks countries on 'Ease of Doing Business' there. 10. http://www.transparency.org/policy_research/surveys_indices/gcb/2010: The main feature of Transparency International's site is the 'Global Corruption Barometer'.