COURSE OBJECTIVES:

The objective of this course is to show the importance of cultural issues when doing business internationally. The course’s intent is that students gain a basic understanding of cultural profiles, as well as management and communication styles, of people of countries and corporations in various regions of the world. Ethical and social responsibility aspects will also be included in the analysis of cross-cultural situations and in the effectiveness criteria used in decision-making in multicultural groups.

MODULES:

1. INTRODUCTION
   - History
   - Cultural Dimensions

2. CONTEXT
   - Diversity
   - Emerging Markets
   - Ethics & Social Responsibility in different cultures

3. MANAGERIAL ORIENTATION
   - Self-direction
   - Leadership

4. MANAGERIAL ACTION
   - Conflict Management & Negotiations
   - Decision Making
PRE-COURSE READINGS:


Reference Reading:


DELIVERABLES:

Students will become familiar with concepts, models, and tools that allow them to effectively manage, facilitate and participate in multicultural work groups and task forces, by paying attention to the task, as well as communication, negotiation and learning issues in the group process.

COURSE EVALUATION:

- Pre-course Assignment 30%
- Group Project 30%
- End Term Exam 40%