

ADMINISTRACIÓ I DIRECCIÓ D'EMPRESES 10136 CROSS CULTURAL STUDIES

CURS 2018-2019

Dades generals de l'assignatura

6 ECTS

Fourth Year / Second Semester/ Type Optional

Language: English

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Objectius

There is no question about we are in a global business context. In this way both companies and professionals should be prepared to communicate, understand and negotiate on different cultures environment. This subject will provide an approach to this socio-cultural difference in order to improve our international competences and the ability to empathize foreigner partners. The words pro-activity, open-mind and cross-cultural are going to be important.

The main objectives are:

- Provide the knowledge to understand different cultures in business environment
- Work on socio-cultural features in the main commercial world areas
- Fix the main factors to negotiate in different business cultures

Competències

Basic Skills

BS2 Students can apply their knowledge to their work or vocation in a professional manner and have competencies typically demonstrated through drafting and defending arguments and solving problems in their field of study.

BS3 -Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific and ethical issues.

CB5. Develop the learning skills necessary to undertake further studies with a high degree of independent learning.

General Skills

G1 -Acquire an ethical commitment and a sense of social responsibility in professional actions.

G2 -Show ability to adapt to contexts and changing business and social realities within a global environment.

Core Skills

CS1 -Be a critical thinker before knowledge in all its dimensions. Show intellectual, cultural and scientific curiosity and a commitment to professional rigour and quality.

CS3 -Interact in international and worldwide contexts to identify needs and and new contexts for knowledge transfer to current and emerging fields of professional development, with the ability to adapt to and independently manage professional and research processes.

CS5 - Exercise active citizenship and individual responsibility with a commitment to the values of democracy, sustainability and universal design, through practice based on learning, service and social inclusion.

CS6 - Use oral, written and audiovisual forms of communication, in one's own language and in foreign languages, with a high standard of use, form and content.

CS 7 - Become the protagonist of one's own learning process in order to achieve personal and professional development and attain an all-round training for living and learning in a context of linguistic, social, cultural and economic diversity.

Specific Skills

SS 1 - Analyse and understand the functioning of the market, nationally and internationally, for business decision making.

SS 3 -Coordinate different levels of individual and group interaction between people in different roles and multidisciplinary teams in the various departments of the enterprise.

SS 4 - Design, plan, communicate and assess plans for an enterprise and its operational units in order to develop entrepreneurial business initiatives in the local or in a foreign language.

SS 7 - Apply the fundamentals of marketing to define the strategic lines of the company in this field and adapt to new social and business needs.

Resultats d'aprenentatge

2. Analyse, design, plan and evaluate the company orientation towards internationalization.
3. Understand and analyse the existing cultural differences according to the different geographical areas.
4. Analyse the strategy of internationalization of the company and establish the necessary actions concerning the use of digital tools.
5. Solve market research problems to make decisions, collecting, organizing and analysing data.
6. Analyse the business data and its contextualization in national and international environments.
7. Design interventions that meet the needs of business administration in a multidisciplinary way.
8. Propose interventions in coherence with democratic values and sustainability, showing respect for the fundamental rights of people.
9. Completely understand oral and written messages of different types and registers, expressed in their own languages as well as in English.
10. Show an attitude of motivation and commitment for personal and professional improvement.
11. Deal with complex situations that may require the development of new solutions in an academic, labour or professional environment within the company and the economy.

Recomanacions

It is advisable

- Basic knowledge of English, enough to read texts, understand conversations and write documents
- Be open mind

Continguts

UNIT 1: CROSS- CULTURAL IN THE WORLD

Economical areas in the world by criteria of business culture
Current world situation and political risks derived from multicultural environments
Religious-socio-cultural environments
Special cases as examples: ASEAN, Latin America

UNIT 2: PRACTICAL ISSUES FOR DAILY BUSINESS

Multi-cultural environment within the company
Basic protocol standards
Business negotiation in multicultural environments
International organizations that have relevance in multicultural environments.

UNIT 3: PROJECT

Development of a document of analysis and recommendations to negotiate in an area of the world determined, following the examples explained in other areas.

UNIT 4: SIMULACION PRACTICAL CASE

Practical examples based on simulation (session developed in Catalan and Spanish and / or English)

Activitats formatives

Teacher lectures
Watching videos and conferences
External visits
Simulations, games, dynamics, role play, drama
Debates, talks, conversations or discussion groups
Oral presentations and project presentations
Reading and comprehension of texts and preparation of reports or summaries
Exams and tests
Individual preparation of tests. Personal study of the content.
Correction/revision of exercises and follow-up
Elaboration of portfolios, memories, projects, thoughtful diaries

Avaluació de l'assignatura

The basis of the assessment will be continuous. The following table details the different evaluation activities grouped together by their evaluation systems.

Systems of evaluation	Details of the evaluation activities	%	Possibility of taking again
Monitoring of work undertaken.	Reflexion on simulation exercises	20%	Cannot be taken again
Specific assessment tests: exams.	Exam1. Minimum note 4. Exam2. Minimum note 4.	20% 20%	Can be taken again Can be taken again
Carrying out of assignments or projects.	Development and presentation of a project	40%	Cannot be taken again

To successfully pass the continuous assessment, an average greater than or equal to 5 must be obtained.

In the case of failing the course or any of the continuous assessment activities which are necessary in order to obtain the minimum mark, there will be a second evaluation period in which students will be able to sit another exam which will count for a maximum of 50% of the final mark.

If the student wants to improve the mark of an exam, they must formally notify the teacher responsible for the subject in a maximum of three days after the publication of the final marks of the ordinary evaluation period.

Bibliografia

Basic bibliography

Lewis, R. D. (2006). *When cultures collide: leading across cultures* (3rd ed.). Boston: Nicholas Brealey International. Find it in the library: http://cataleg.upc.edu/record=b1386364~S1*cat

Recommended bibliography

Hernandez, R. A. (2013). *Presenting across cultures*. S.I.: Tertium Business Books.

Lewis, R. D. (1999). *Cross cultural communication: a visual approach*. Riversdown: Transcreen.

Meyer, E. (2014). *The culture map: breaking through the invisible boundaries of global business*. New York: PublicAffairs.