BRIEF DESCRIPTION AND JUSTIFICATION

A course to increase your effectiveness when interacting with people from other countries. At the end of the course you will be able to recognize, understand and take advantage of the most significant cultural differences in business and at the workplace and be a real “Global Player”.

The aim of this module is therefore:

- To increase awareness of the impact of national cultures on business.
- To understand the logic behind each cultural preference.
- To provide students with theoretical and practical tools designed to help them improve their productivity when working and doing business with people from other cultures.
- To tolerate and value cultural diversity as a source of higher productivity in companies when handled effectively.

PREREQUISITES: NONE

CONTENTS:

Analysis of the most significant cultural dimensions and their impact on business and the workplace:
- Identity: individual or collective
- Rules: strict or flexible
- Task orientation (“specific”) or people orientation (“diffuse”)
- Trust
- Expression of emotions
- Vision of time
- Attitude towards change
- Distribution of power and hierarchy
- Attitude: Live to work (“masculine”) or Work to live (“feminine”).

**EVALUATION**

The course will have 3 **evaluation activities**:
- 25 %: ATTENDANCE & PARTICIPATION
- 15 %: PRESENTATION
- 60 %: EXAM

**BIBLIOGRAPHY**


**HISTORICAL OF THE DOCUMENT**

LAST REVISION