GENERAL ASPECTS

Typology: ☐ Basic, ☐ Compulsory, ☑ Optative
         ☐ Final Project, ☐ Internship
Duration: 1st – 12th July   **Semester/s**: -
Number of ECTS: 3
Language/s: English

DESCRIPTION

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

- - Hofstede, Geert and Gert Jan(2005) "Cultures and Organizations – Software of the mind". 2nd edition. McGraw Hill

- - Trompenaars, F. (1997) *Riding the Waves of Culture: Understanding Diversity in Global Business,* 2nd Edition, McGraw-Hill.

- - Gannon, M.J.; Pillai, R.K. (2012) *Understanding Global Cultures: Metaphorical Journeys through 31 Nations, Clusters of Nations, and Diversity,* 5th Edition, SAGE Publications.

HISTORICAL OF THE DOCUMENT

LAST REVISION