
**INTERCULTURAL MANAGEMENT: LEADING ACROSS
MULTINATIONAL ORGANIZATIONS
(SUMMER 2013)**

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Course Description

In this globalised world, managers and business people must deal with the complexity of cultural differences. It becomes highly important to understand leaders behavior and decision-making processes in every country. However, business customs and practices are different around the world. Therefore, knowing how people and companies behave in business could be the key to success.

We aim at providing students with the tools to lead across a variety of cultures –effectively and confidently.

Objectives

- To introduce what has influenced national culture and its effects on corporate culture.
- To recognise cultural differences (Dos & Don'ts) and their importance on business relationships.
- To approach the behaviour models that allow us to make a comparative analysis among countries.
- To develop an understanding of different types of communication and to explore intercultural communication.
- To learn business etiquette.
- To analyse the keys to improve business negotiations.

Contents

- 0.- Introduction. Stereotypes
- 1.- Influences on National Culture
- 2.- Corporate Culture
- 3.- Intercultural Communication
- 4.- Business Etiquette
- 5.- Business negotiations

Course materials

Materials will be provided by the instructor. Students will also receive a handout including the slides used in class.

Metodology

Course structure is based on lectures, which will be complemented with practical case studies, selected readings and video sessions. Discussion in class will be encouraged. Student participation is expected in order to help other participants to understand different points of view in the context of cross-cultural behavior.

Course work includes short assignments as well as a final essay on a Spanish firm. A list of suggested companies will be provided by the professor. Students will make an oral presentation about their company at the end of the course.

Grading/Assessment

Exam	30 %
Final paper	30 %
Assignments	20 %
Oral presentation	10%
Attendance and class participation	10%