



# **Sílabo del curso Intercultural Management for International Business**

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**Agosto – Diciembre 2015**

**Profesor**

**Mariella Olivos Rossini**

## I. Datos generales del curso

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Asignatura : Intercultural Management for International Business  
Requisito : 120 Créditos aprobados, Technical EnglishII  
Créditos : 3  
Horario: Miercoles 8:00 a 11:00 am  
Language : Englis and Spanish\*

Código : ####  
Semestre : 2015-2  
Ciclo :

## II. Summary

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The globalization of national economies means the world is becoming increasingly interdependent. Arising from international trade, there is countless interaction taking place between people of diverse culture through different ways, one way involves traditional oral and written communication, and other are more complex with the use of technology, phone, email, internet and videoconferencing.

This course relates cross-cultural theories with management science. The aim of the course is to offer students the opportunity to understand, explore and appreciate the nature of human diversity, national and cultural differences by providing a direct international experience in a virtual collaborative learning environment with students and faculty from other countries.

\*Partner University for links. University of Applied Sciences Pforzheim in Germany,. Students in Germany compulsory should fulfill the requirement for interactions in Spanish as the course focus in Intercultural Management in the Hispanic Speaking world. In ESAN we will adapt to the use of Spanish for VC interactions.

## III. Course Objectives:

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- To train in Intercultural Competence
- To apply social science disciplines to understanding the differences between international and domestic business
- To learn about the social and economic environment for doing business with each country that link during the semester, apply and relate the concepts about Culture and Stereotypes, Business Profile Leadership across cultures, Marketing Globally, and Regional Integration.
- To develop intercultural communication as a foundation for the student's business dealings in the international market place.
- To define globalization and international business and show how they affect each other

## III. Learning Objective

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- To understand the meaning of being Intercultural Competent and achieve key competences for anyone to become intercultural competent.
  - To learn the theory of national cultural models as Hofstede, Trompenaars and its implications in management sciences.
  - To build the basic technical and social skills necessary to work in a virtual collaborative environment and in collaborative projects.
  - To understand systems in Anglo-Saxon regions, how to relate this with national and regional differences, implications for International Business and the work environment in Latin America.
- To be familiar with the structure presented in scientific journals trough the review of research papers on the topic of the course.

## IV. Course Methodology

- The concepts about Culture, Culture Dimensions, Intercultural Competence, Intercultural Management, Culture and Stereotypes, Leadership across cultures, International Business and impact of Culture will be presented at local class prior the links, and will be related with academic papers that students should read and analyze.
- This course has the characteristics of a graduate seminar course; students will be asked to work in international teams
- Before the first videoconferencing session lecturer will assign student teams comprised of a student from each of the participant universities. Each team will have a number of students, depending on final enrollment numbers and will work on an International assignment. Partner (s) contact will be provided by professor. To facilitate the identification please provide to each link session with your name tag (format available).
- Please participate actively in class. Remember that you will be graded upon participation. If you don't talk during a session, your attendance grade suffers. Besides attendance, effective class participation includes: listening skills, analysis ability, questions and comments, and, but not least, willingness to risk, testing new ideas.

General Rules of Conduct:

- Attendance is mandatory. Absences have to be agreed upon in advance by the professor. More than 20% absences lead to failure of the entire class.
- Because we are linking with our German partners, punctuality is essential. You are expected to be present 10 minutes before class starts. Twice late will be counted as one absence.
- NO food or drink during videoconference session
- NO side talks during videoconference sessions. Microphones are sensitive and will catch everything you say.

V. Grading:

1 mid- exam 20%  
1 final-examen 30%

TA (Average TA: Class Participation, Individual presentation, Cross National Team work) 50%

Tipo de evaluación	Ponderación %
Class Participation	50
Individual presentation	25
Cross National Team work	25

El promedio final (PF) se obtiene del siguiente modo:

$$PF = (0,20 \times EP) + (0,50 \times PEP) + (0,30 \times EF)$$

Dónde:

**PF** = Promedio Final  
**EP** = Examen Parcial  
**PEP** = Promedio de evaluación permanente  
**EF** = Examen Final

## VI. Content

<b>SEMANA</b>	<b>CONTENIDOS</b>	<b>ACTIVIDADES / EVALUACIÓN</b>
<p><b>1°</b></p> <p>Del 26 agosto</p>	<p>General Introduction of the course. Definition of culture. Culture and its characteristics. Key Culture Terminology.</p> <p>Relevance to develop Intercultural Competence for a professional in management.</p> <p>Cultural Awareness and Doing Business abroad.</p> <p>Exercise: Building your personal cultural profile*</p> <p>Interpreting your personal cultural profile</p> <p>Video: Cultural Clash West vs East at the Corporation.</p>	<p>Readings:</p> <p>*File excel available at uevirtual</p>
<p><b>2°</b></p> <p>02 de setiembre</p>	<p>Culture Value Orientation (Brake 1995)</p> <p>Cross Culture Business Skills</p> <p>International Management Competence</p> <p>Hofstede Culture Model Dimension</p> <p>Country Ranking and Characteristics</p> <p>Case Bush in Japan</p> <p>Exercise Interpreting the scores.</p>	<p>Hofstede articles (at uevirtual).</p> <p>Laughthon and Otewill</p>
<p><b>3°</b></p> <p>9 de setiembre</p> <p><u>Chile</u></p>	<p>Intercultural Competence and employability</p> <p>Intercultural Competence for global leaders</p> <p>Intercultural Competence Acquisition</p> <p>Clark worthy's notion of a Cultural learning curve</p> <p>Latin American Culture and Leadership</p>	<p>Hofstede articles (at uevirtual).</p> <p>Bird</p>
<p><b>4°</b></p> <p>16 de setiembre</p>	<p>Synthetic Cultures</p> <p>Analysis of Peruvian Culture</p> <p>Case A Chef's Dream</p> <p>The Peruvian Consumer</p>	
<p><b>5°</b></p> <p>23 de Setiembre</p>	<p>Cultural and Managerial Stereotypes in Latin America. Friedrich, 2005. "The Meaning of Difference: Beyond Cultural and Managerial Homogeneity Stereotypes of Latin America ".Part 1.</p>	<p>Friedrich, 2005.</p>
<p><b>6°</b></p> <p>30 setiembre</p>	<p>Cultural and Managerial Stereotypes in Latin America. Friedrich, 2005. "The Meaning of Difference: Beyond Cultural and Managerial Homogeneity Stereotypes of Latin America ".Part 2</p>	<p>Friedrich, 2005.</p>
<p><b>7°</b></p> <p>Octubre 7</p>	<p>Students introduction (30 min) - Introduction about Germany, and Peru its economy and social structure (Q+A included) total 30 min</p> <p><i>EXAMEN parcial</i></p>	
<p><b>8°</b></p> <p>Del 12 al 18 de octubre</p>	<p><b>EXÁMENES PARCIALES</b></p> <p><b>(no clases)</b></p>	
<p><b>9°</b></p> <p>21 octubre</p>	<p>Discussion Topic: Peruvian and German Consumer ( en español)</p> <p>Mandatory Reading : Frenk André and Galecio, H.</p>	
<p><b>10°</b></p> <p>28 octubre</p>	<p>Chat Session to prepare final presentations in individual teams.</p> <p>Teams select language for presentation</p>	

<b>11°</b> 4 de noviembre	Discussion Topic: Behavior patterns at the job place in Latin America and in Europe The topic will clarify differences in dimensions as hierarchy in the organization, power and status, gender and women at workplace, privacy and personal relationships among them Mandatory Reading: Friedrich, P, Mesquita L. Hatum	11 am link a 1pm 17 15
<b>12°</b> 11 de noviembre	Final Teams presentation(3) Troopenaars	
<b>13°</b> 18 de noviembre	Final Teams presentation(3) Troopenaars Model	
<b>14°</b> 25 de noviembre	Final Teams presentation(3) Troopenaars Model	
<b>15°</b> 2 de diciembre	Final Exam	
<b>16°</b> Del 07 al 12 de diciembre	<b>EXÁMENES FINALES</b>	

Useful sites

Global Edge <http://globaledge.msu.edu/>

<http://geert-hofstede.com/national-culture.html>

## VII. Bibliography

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Available at ue virtual and/ or Biblioteca Digital

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