Managing across cultures

Content:
We are interconnected in this world and business people from different continents are watching the indications and predictions of what will happen next years. Culture is the power force that shapes thoughts and perceptions. Organizations need to have people who understand cultural differences, so they can create products and services customized to local needs. Students and I will identify the main principle of management. The students are going to learn about what is culture and what is personal style, stereotypes and some approaches regarding managing across cultures. The students are going to learn by doing about the 7 keys to managing across cultures.

Methods:
- brainstorming and discussion based on examples (movies or short movies),
- games,
- case studies,
- working with the all class and/or with smaller groups.

Competences and skills to be acquired:
- discover the concept of ‘managing across cultures’ and to learn how to use the basic principles of it
- how to organize the new knowledge in a (power point) presentation in academic way
- how to prepare the speech of the academic presentation

Prerequisites:
None.

Language of instruction: English

Recommended for: Economics