

**1. Professor:** Mr. VINCENT FAYOLLE

**2. Overview and objectives**

- Understand the basics of intercultural management and know-how to manage cultural diversity in key managerial areas
- Gain an understanding of the complex cultural situations to ask the right problematic

**3. Targeted skills**

- Intercultural management in negotiation
- Intercultural communication skills
- Management of multicultural teams, a risk management and values
- Targeted cultural interpretation of the major emerging markets (China, India)
- Implementation of an intercultural matrix analytic decision support

**4. Prerequisites**

- Basics of management and knowledge in international economics
- Openings towards other cultures

**5. Level:** Bachelor 3

**6. Course description and plan**

- 1) Economic context of the intercultural dimension
  - Mechanical / models / motivation / rational actors, organization and corporate culture
  - Approaching the concept 'Intercultural' basics, differentiated contexts (geographical area, countries, organizations)
  - Discourse on Method 1: Relationship between data and interpretation
- 2) The relationship between the influence of corporate culture and its geographical area of origin
  - Location and organizational characteristics
  - Comparative studies: Hofstede, Trompenaars, Hall, D'Iribarne
  - "relevant area"
  - Scope: the negotiation of business
- 3) Interpretative analysis of emerging markets: "BRICS"
  - China and India
  - Studies and cultural issues: business intelligence, segmentation, diagnosis, mark, strategy
- 4) Discourse on Method 2: Analytical matrix - efficiency and ethics
  - Model of the iceberg - avoid the return of the same and paralysis by multiplying data – choice and development of Relational Set (RS.) - levels of context (zone-practice-operation)
  - Issues of expatriation (status, selection criteria, training, monitoring, adaptation...)
- 5) Management and intercultural team
  - Forecasting, objectives, agenda and roles
  - Motivation VS Conflicts
  - Managerial Capacity: intercultural competence and diversity learning

## 7. Teaching methods

The course requires active participation and proactive attitude. It is built by presentations on the central themes and reinforced by cases studies. The case studies of all students (work in group) and presentations (20 minutes) proposed volunteers about different areas as well as reading and analysing documents come support and diversify the content.

## 8. Examination and assessment

Mid term assignment: 40%

Final exam: 60%

## 9. Bibliography

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