

Year: 2006/2007

LEVEL: II, TERM 1

NAME OF THE SUBJECT: Cross – Cultural Management

NO. CREDITS: 4

NAME OF THE TEACHER: Jean-Philippe CHARLES

SHORT CV OF THE TEACHER: Jean-Philippe Charles is a Belgian teacher / consultant specialized in cross-cultural management. Among his clients are Mango, Citigroup, Deutsche Bank, Henkel, Solvay, HP, Red Cross...

He has been lecturing at ESEI since 2001. He graduated at the Solvay Business School in Brussels (Belgium). He worked in Belgium, France and Spain where he was Marketing Manager and Branch manger.

SEMESTER 1

COURSE DESCRIPTION:

Cross-cultural management

COURSE OBJECTIVE:

To increase the awareness of the impact of national cultures on business. To provide the students with theoretical and practical tools in order to improve their productivity when working and doing business with people from other cultures.

COURSE STRUCTURE :

Increasing awareness. "Doing business in..." Presentations by the students. Analysis of the first cultural dimensions

SYLLABUS

SEMESTER 1			
			CLASS SUBJECT
12 Sept -15 Sept	Enrolment / Orientation / Registration Week	Wk 1	NO CLASS
18 Sept -22 Sept	Teaching Week 1	Wk 2	Increasing awareness
25 Oct -29 Oct	Teaching Week 2	Wk 3	Increasing awareness
02 Oct -06 Oct	Teaching Week 3	Wk 4	Increasing awareness
09 Oct -11 Oct	Teaching Week 4 12 Oct, 13 Oct Bank Holiday	Wk 5	Increasing awareness
16 Oct -20 Oct	Teaching Week 5	Wk 6	Students "presentations "Doing Business in..."
23 Oct -27 Oct	Teaching Week 6	Wk 7	Students "presentations "Doing Business in..."
30 Oct -03 Nov	Teaching Week 7 01 Nov Bank Holiday	Wk 8	Students "presentations "Doing Business in..."
06 Nov -10 Nov	Teaching Week 8	Wk 9	Students "presentations "Doing Business in..."
13Nov -17 Nov	Teaching Week 9	Wk 10	Identity: individualism vs. collectivism
20 Nov -24 Nov	Teaching Week 10	Wk 11	Identity: individualism vs. collectivism
27 Nov -01 Dec	Teaching Week 11	Wk 12	Identity: individualism vs. collectivism
04 Dec -08 Dec	Teaching Week 12 06 Dec – 08 Dec Bank Holiday	Wk 13	Rules: Universalism vs. particularism
11 Dec –15 Dec	EXAMS	Wk 14	Exam
	TOTAL HOURS	26	

Course text Books Recommended SEMESTER 1

Geert Hofstede: "Cultures and Organisations"

STUDY CASES SEMESTER 1

"Doing Business in..."