

# COURSE OUTLINE

**Year: 2006/2007**

**LEVEL:** II, **TERM 2**

**NAME OF THE SUBJECT:** Cross – Cultural Management

**NO. CREDITS:** 6

**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 2

**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 :**

Analysis of the other cultural dimensions. Assignment "My personal profile" by the students. Cross-cultural marketing.

**SYLLABUS**

SEMESTER 2			
			CLASS SUBJECT
08 Jan -12 Jan	Teaching Week 1	Wk 1	Exam correction / The vision of time
15 Jan -19 Jan	Teaching Week 2	Wk 2	The vision of time
22 Jan -26 Jan	Teaching Week 3	Wk 3	The vision of time
29 Jan -02 Feb	Teaching Week 4	Wk 4	Attitude towards uncertainty
05 Feb -09 Feb	Teaching Week 5	Wk 5	Level of personal involvement: specific vs. diffuse
12 Feb -16 Feb	Teaching Week 6	Wk 6	Level of personal involvement: specific vs. diffuse
19 Feb -23 Feb	Teaching Week 7	Wk 7	The expression of emotions
26 Feb -02 Mar	Teaching Week 8	Wk 8	Status and Power Distance
05 Mar -09 Mar	Teaching Week 9	Wk 9	Masculinity vs. femininity
12 Mar -16 Mar	Teaching Week 10	Wk 10	Locus of control: internal vs. external
19 Mar -23 Mar	Teaching Week 11 <b>19 Mar Bank Holiday</b>	Wk 11	Video
26 Mar -30 Mar	<b>MIDTERM EXAMS</b>	Wk 12	Exam
02 Apr -06 Apr	<b>Easter vacation</b>	Wk 13	NO CLASS
09 Apr - 13 Apr	Teaching Week 12	Wk 14	Exam correction / "My personal profile" assignment

16 Apr - 20 Apr	Teaching Week 13	Wk 15	"My personal profile" assignment
23 Apr-27 Apr	Teaching Week 14	Wk 16	"My personal profile" assignment
30 Apr-04 May	Teaching Week 15 <b>30 Apr – 01 May Bank Holiday</b>	Wk 17	NO CLASS on Tuesday
07 May-11 May	Teaching Week 16	Wk 18	Marketing Across Cultures
14 May-18 May	Teaching Week 17	Wk 19	Marketing Across Cultures
21 May-25 May	Teaching Week 18	Wk 20	Marketing Across Cultures
28 May-31 May	<b>EXAMS</b>	Wk 21	Exam
<b>TOTAL HOURS</b>		38	

### Course text Books Recommended SEMESTER 2

Fons Trompenaars: "Riding the waves of culture"

### STUDY CASES SEMESTER 2

"My personal profile"