

# Cultural Difference in Business



ECTS  
2 crédits



Composante  
IAE Savoie  
Mont Blanc

## En bref

- › **Langues d'enseignement:** Anglais, Français
- › **Méthodes d'enseignement:** En présence
- › **Forme d'enseignement :** Cours magistral
- › **Ouvert aux étudiants en échange:** Oui

## Présentation

### Objectifs

The objective of this module is to hone knowledge and know-how about cultural dynamics and how they can influence collaboration.

### Heures d'enseignement

CM	Cours Magistral	9h
TD	Travaux Dirigés	6h

### Pré-requis obligatoires

Sufficient skills in English to follow the course

### Plan du cours

- Definition of culture, models of culture,
- Cultural differences, cultural dimensions
- Leveraging cultural and language autobiography

- Critical incident method and case studies

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## Compétences visées

Collaborating in teams and organizations with knowledge- and experience-based sensitivity to cultural dynamics

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## Bibliographie

Barmeyer, C., Bausch, M., & Mayrhofer, U. (2021). Constructive Intercultural Management: Integrating Cultural Differences Successfully. Edward Elgar Publishing.

Hall, E. (1976): Beyond Culture. Anchor Books. ISBN: 978-0385124744

Hampden-Turner, C.; Trompenaars, F. (1997): Riding the Waves of Culture: Understanding Cultural Diversity in Business. 2nd edition. Nicholas Brealey Publishing. ISBN: 978-0786311255

Hofstede, G. (2010): Cultures and Organizations: Software of the Mind. 3rd edition. McGraw-Hill. ISBN: 978-0071664189

Iribarne, Philippe (d'). La logique de l'honneur. Gestion des entreprises et traditions nationales, Paris, Seuil, 1989.

Meyer, E. (2014). The culture map: breaking through the invisible boundaries of global business. First edition. New York, PublicAffairs.

Piekkari, R., & Welch, C. (2011). Rethinking the case study in international business and management research. Edward Elgar.

## Infos pratiques

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### Lieux

- › Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

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### Campus

- › Chambéry / campus de Jacob-Bellecombette