

# Intercultural strategie (BUSI701\_MZECY)



## 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

TD	Travaux Dirigés	15h
----	-----------------	-----

### 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

---

## Compétences visées

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

---

## 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

---

### Lieux

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

---

### Campus

› Chambéry / campus de Jacob-Bellecombette