

Team management & interculturality (MNGT01_IIBM)



Présentation

Objectifs

This module aims to enable the student to :

- * Learn how to work in a team
- * Learn & make the most of intercultural differences
- * Understand and apply the keys to a successful presentation
- * Pitch yourself, your company, your product
- * Become aware of cultural differences and integrate intercultural communication into professional team projects such as advertising strategies.

Heures d'enseignement

TD	Travaux Dirigés	16h
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Plan du cours

- * Hofstede's theory of interculturality: the 6 dimensions of culture (2 hrs)
- * Cross-cultural communication within a business organisation (2hrs)
- * International communication: *Global* and *Local* Advertising + technical tools (4 hrs)
- * Group project: teamwork and assessment (4 + 3 hrs)

Compétences visées

L01: Understand the outcomes of interculturality

L02: Know how to improve cross-cultural communication within a team

L03: Know how to improve communication with international partners, clients, and customers

L04: Design advertising strategies to promote a product abroad

Infos pratiques

Lieux

➤ Annecy-le-Vieux (74)