iscte BUSINESS SCHOOL

Summer School Lisbon Syllabus

Subject:

EUROPEAN CROSS-CULTURAL MANAGEMENT

Lecturers:

Prof. António Robalo

Position at ISCTE-IUL: Full Professor and Associate Dean for International Affairs

Extensive experience lecturing topics of cross-cultural management in many different countries of the world.

E-Mail: antonio.robalo@iscte-iul.pt

Course Structure:

Course Title: EUROPEAN CROSS-CULTURAL MANAGEMENT
Department: DMOGG
Target: Bachelor and Master students

Pre-requisites: None
Objectives: Improve the cultural intelligence of students and enhance their understanding of the high variety of European cultures The learning goals are: • To understand key influences of culture in management and organizational behaviour; • To enhance students intercultural competence to efficiently interact and communicate across Europe;
Programme: 1. The importance of Culture. 2. Dimensions of national culture. Hofstede and Globe Project 3. Cultures of Europe. Clustering 4. Communication and negotiation in Europe
Assessment: The evaluation is based on the following components and respective weights: - Class participation and attendance 20% - Assignments 30% - Individual test: 50%

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Teaching Method:

The learning-teaching methodologies combine expositional and participative components.

The class format is interactive and students are expected to prepare and work out the assignments and, in addition, do the required readings.

The active participation of students is much appreciated in order to create an exciting class environment. The sharing of own experiences, ideas, knowledge and thoughtful comments is the finest ingredient for an interesting learning experience.

References:

The students will be provided at the beginning of the Summer School with a **Course Reading Packet** consisting of articles, various texts and case studies.

Recommend references:

- Sakwa, Richard and Stevens, Anne - Contemporary Europe, Palgrave Foundations, 2006
- Hofstede, Geert, Hofstede, Gert, Minkov, Michael - Cultures and Organizations: Software of the Mind, McGraw-Hill, 2010 (3rd Ed)
- Gesteland, Richard - Cross-Cultural Business Behaviour Copenhagen Business School Press, 2005 (4th Ed)
- House et all - Understanding cultures and implicit leadership theories across the globe: an introduction to project GLOBE - Journal of World Business, 2002 V.37 p. 3-10