

## Winter School Lisbon Syllabus

### Subject:

**CROSS CULTURAL COMMUNICATION AND NEGOTIATION**

### Lecturers:

**Prof. Álvaro Rosa**

Assistant Professor at Iscte Business School;

His academic and research interests are all sort of soft skills for Management, Strategy and Quality Management.

**Prof. Renato Pereira**

Professor of General Management at Iscte Business School

His academic and research interests include Entrepreneurship, Innovation, and International Business

### Course Structure:

<b>Course Title:</b> CROSS CULTURAL COMMUNICATION AND NEGOTIATION
<b>Department:</b> Management
<b>Target:</b> Bachelor and Master students

<b>Pre-requisites:</b> None
<p><b>Objectives:</b></p> <p>This programme is designed to introduce the participants to the management of cross-cultural differences and leadership in the globalized world by being effective in communication and negotiation.</p> <p>Therefore, this programme learning goals are:</p> <ul style="list-style-type: none"> <li>• To understand key influences of culture in human behaviour, in the work place and at the individual relationship level, and also in international setting;</li> <li>• To enhance individual intercultural competence to efficiently interact – communicate and negotiate – with people from diverse cultural backgrounds;</li> <li>• To develop critical thinking ability and problem-solving skills through experiential classes.</li> </ul>

<p><b>Programme:</b></p> <ol style="list-style-type: none"> <li>1. Cultures and societies:             <ol style="list-style-type: none"> <li>a) Culture and management</li> <li>b) Cross cultural dimensions</li> <li>c) Organizational culture and diversity</li> </ol> </li> <li>2. Cross-Cultural communication and negotiation             <ol style="list-style-type: none"> <li>a) The process of communication</li> <li>b) Relationships in face-to-face communication</li> <li>c) Basic concepts and negotiation techniques</li> <li>d) Negotiating a relationship. Finding common ground in cross-cultural settings</li> </ol> </li> <li>3. Development of cross-cultural competences:             <ol style="list-style-type: none"> <li>a) Cross cultural competences: overview and process</li> <li>b) Regional culture specificities</li> </ol> </li> </ol>
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**Assessment:**

The evaluation is based on the following components and respective weights:

- Class participation and attendance 40%
- Written tests: 60%

**Teaching Method:**

The class format is interactive, with outdoor activities and role play. Students are expected to come to the class, to prepare and work out the assignments (i.e. case studies) 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.

**Reading:**

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.

**References:**

- Moran, R., P. Harris & S. Moran (2010) Managing Cultural Differences, Elsevier.
- Thompson, L. (2012). The mind and heart of the negotiator, Pearson.