COURSE TITLE: CROSS-CULTURAL MANAGEMENT IN GLOBALIZATION

Bachelor course (for students in the final year of study) & Master course
ECTS credits: 6

Lecturers:
- Tony Fang, Ph.D., Full Professor at Stockholm University School of Business, Sweden
- Tjaša Redek, Ph.D., Associate Professor at Faculty of Economics, University of Ljubljana, Slovenia

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Aims of the course:
More than three decades ago cultural guru Professor Geert Hofstede (1980) published his seminal book Culture’s Consequences which has generated an enormous interest in theory building and practice in cross-cultural management. However, Hofstede’s cultural paradigm with its emphasis on national cultural differences and stability of culture has received increasing critiques (e.g., Søderberg & Holden, 2002). The need has never been as profound and urgent as it is today to update our cross-cultural knowledge and skills in light of the new challenges in the age of globalization (Fang, 2005–2006, 2012).

The aim of the course is to better understand the dynamics of the concept of culture and how to manage and do business successfully in changing cross-cultural environment in the age of globalization. Literature on culture, cross-cultural business behaviour, leadership and management, and globalization are integrated in this course.

Course syllabus:

Session 1  Opening of course Overview and methodology, assignments, and team building
Tony Fang & Tjaša Redek

Session 2  Hofstede’s cultural paradigm; and theories under the same paradigm
Tony Fang

Session 3  Globalization and its impact on society, economy, and lifestyle
Tjaša Redek
Session 4  Emergent cross-cultural theories and perspectives  
Tony Fang

Session 5  Global leadership practices  
Tony Fang & Tjaša Redek

Session 6  Perspectives from industry  
Guest speaker

Session 7  Cross-cultural communication and negotiation  
Tony Fang

Session 8  Project tutoring  
Tony Fang

Session 9  Mini-play presentation and discussions  
Tony Fang & Tjaša Redek

Session 10  Exam  
Tony Fang & Tjaša Redek

Bibliography:

Book:

Articles:


**Teaching methods:**
Lectures, interactive sessions, case studies, Mini-play ("mini-theatre"), and guest speaking from industry.

**Prerequisites:**
Masters level students from all disciplines. Bachelor students in the final year of study are also welcome to apply for this course.

**Examination methods:**
The examination consists of three parts: (1) Active participation in classroom learning and group work (10%, individual-based); (2) 40%, mini-play, group-based); and (3) Written exam (50%, individual-based).

*Note: This course is officially accredited at the Faculty of Economics, University of Ljubljana as the course International Business and Management (ECTS: 6).*