LJUBLJANA SUMMER SCHOOL 2012

COURSE TITLE: CROSS-CULTURAL COMMUNICATIONS MANAGEMENT

Bachelor course (for students in the final year of study) & Master course

ECTS credits: 7 ECTS

PART I: Management Culture and Communication

Lecturer: Professor Diana Phillips

University: University of Antwerp, Belgium

Prerequisites

Level of English: Upper-intermediate/Advanced

Objectives (expected learning outcomes)

Upon successful completion of Part I of the course students will

1. understand the value and importance of face-to-face in various management settings;

2. understand the role and value of both formal and informal communication in the performance of managerial functions;

3. understand the methods and nuances of communicating to diverse stakeholders;

4. understand the critical interface between management culture and management communication;

5. be able to communicate sensitively and effectively in critical situations, demonstrating awareness of individual, cultural and organisational needs.
**Course content**

An exploration of how management culture and communication are dependent upon, or influenced by, one another. The focus of the course is on different modes of communication, used in different settings or for different purposes (e.g., annual report, capital-raising, conflict management, disciplinary meetings, recruitment). The course aims to develop tools and strategies for effective management communication in international business.

**Teaching methods**

Lectures, class discussions, pair and group work, case analyses, student presentations.

**Assessment method**

End-of-course exam

Coursework and class participation

**Compulsory reading – study material**

Course notes and reading material provided by the lecturer

**Recommended reading - study material**

**PART II**

**Lecturer:** Dr. Engin Bağış ÖZTÜRK

**University:** Dokuz Eylül University

**Description**

This course, aims to familiarize students with typical cultural concepts with a special focus on communication. The course will draw a framework for students to understand cross-cultural management practices. The framework includes cross-cultural dimensions, intercultural communication theories and recent scientific developments about cross-cultural management.

**Objectives**

This course attempts to shed light on intercultural communication at business context through an in-depth analysis of language, social psychology and history. This course
acquaints students with skills to comprehend cross-cultural differences and their implications at business context.

**Learning outcomes**

The students will be able to:

1. Understand the basic structures of culture and its effects
2. Recognize cross-cultural dimensions and issues of different countries
3. Comprehend the relationship between culture and management.
4. Gain perspective on intercultural communication and cross-cultural management theory.
5. Develop and enhance the essential interpersonal and intercultural skills to be an effective team member.

**Course content (Part II)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture 2: Cross-Cultural Theories</td>
<td>Hofstede, (1993)</td>
</tr>
<tr>
<td>Lecture 3: Intercultural Communication</td>
<td>Nardon, Steers, Sanchez-Runde, (2011)</td>
</tr>
<tr>
<td></td>
<td>Kittler, Rygl, Mackinnon, (2011)</td>
</tr>
<tr>
<td>Lecture 5: Turkish Management Culture and South-East Europe Management Cultures</td>
<td>Aldemir, Arbak, Ozmen, Cakar (2000)</td>
</tr>
</tbody>
</table>

**Teaching methods**

Lectures, class discussions, pair and group work, case analyses.
**Assessment method**

End-of-course exam

Coursework and class participation

**Compulsory reading – study material**


Additional course notes and reading material will provided by the lecturer.

**Recommended reading - study material**


The course is supported by EU project Erasmus Intensive Programme