

Cross Cultural Communications in Business

Academic Level: BSc

Credit Value: 5 ECTS

Hours in class: 56 hours

Course Leaders: Alexander Pasechnik, Karina Fomina

Course Description

The course covers all basic cross-cultural theories and provides broad practical application. The course seeks to develop cross-cultural competence to work effectively in international assignments, in cross-cultural teams, with increasingly diverse customers and clients, and to effectively compete or collaborate in an international environment.

The main purpose is to provide students with an understanding of effective cross-cultural Management and the challenges those are likely to be faced while working internationally.

The course will provide the exchange students with a deep understanding of the Russian business culture. The program was developed on the score of the growing role of TNCs, with the development of international cooperation, the need of cultural communication skills in the context of globalization and economic transformations in Russia. Cross - cultural competence acquired by the students during the course, will help to manage effectively international projects, conduct cross-cultural negotiations, create and manage transnational teams, advice companies on market entering strategies. The cross - cultural taxonomies will provide a broader view on the ongoing transformation processes in Russia. The course program requires participation in lectures and seminars, as well as self-study. The provided Lectures cover all the basic concepts and theories of cultural, involving important areas such as Human resource management, mergers and acquisitions, cross-cultural management, team building, decision-making process, organizational and national cultures, negotiations. Seminars include cases, business games, training sessions, group discussions, and group project presentations.

Week	Subject	Lecture/Seminar
1 st week	Course Introduction. Cross cultural communications in Business and its practical application. National Culture and its influence on business. Iceberg Concept.	Lecture
	Basic cultural taxonomies. Hofstede, Hall, Schneider and Barsoux, Kluckhohn and Strodbeck, Lewis.	Lecture
2 nd week	Hall and Hofstede. Country analyses. Globe. Trompenaars and Hemden-Turner.	Seminar Seminar
	Business game Alternative approaches in cross-cultural management.	Seminar Lecture/seminar
4 th week	Organization and National Culture. Japanese decision making process. Lammers, Hickson, Moll, Hofstede. Teambuilding. Teamwork on the Group Project. Deadline for the first Essay.	Lecture Seminar
	5 th week	Cross-cultural Teams as a success factor in Business. Brett, Behfar and Kern. Cultural shock. Cross-cultural adaptation.
6 th week	Cross-cultural training. Consulting role play. Human resource management in cross-cultural environment.	Seminar Lecture
	7 th week	Creating Cultural Profiles (http://www.philrosinski.com/cof/index.php?&mylang=3) Cultural influence on Institutions, Modernization and Business Environment
8 th week	Cross border M&As Exam Preparation. Deadline for the 2nd Essay	Lecture Seminar
	9 th week	Midterm Exam (case) Business Game
10 th week	Development of Creativity and added value in international teams Conflict management in cross-cultural environment	Seminar Lecture
	11 th week	Cross-cultural Negotiation Training. Part 1 Cross-cultural Negotiation Training. Part 2
12 th week	Business Presentation Training. Project work Deadline for the 3rd Essay	Seminar Seminar
	13 th week	Cross-cultural conflicts. Russian specific. Cross-cultural management in Russia and its specific aspects.
14 th week	Project Presentation Project Presentation	Presentation Presentation