

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Business Administration (in English language)
1.8. Language of study	English
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	Intercultural management								
2.2. Code	19.0153IF3.2-0001								
2.3. Year of study	3	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	5
2.8. Leaders	C(C)	prof.univ.dr. VASILACHE Simona Nicoleta				simona.vasilache@fabiz.ase.ro			
	S(S)	prof.univ.dr. VASILACHE Simona Nicoleta				simona.vasilache@fabiz.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	125.00
3.5. Total hours of individual study	69.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	20.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	10.00
Tutorials	10.00
Examinations	10.00
Other activities	9.00

4. Prerequisites

4.1. of curriculum	Management Negotiation techniques
4.2. of competences	C1.3. Applying the instruments for analyzing the influence of the external environment on the organization C1.4 Critical-constructive evaluation of the influence of the external environment on the organization C 1.5. Elaborating a research project on the influence of the external environment on the organization

5. Conditions

for the C(C)	overhead projector, computer with internet, flipchart
for the S(S)	flipchart, computer

6. Acquired specific competences

PREFESSIONAL	C3	Administration of a subunit from the business/organization structure
PREFESSIONAL	C4	Assistance with human resources management

7. Objectives of the discipline

7.1. General objective	learning and understanding the role of cultural diversity in the relationship of businesses with their external environment
7.2. Specific objectives	<ul style="list-style-type: none"> ● Analiza specificitatii culturale a clientului/ partenerului de afaceri ● Adaptarea comportamentului in afaceri in functie de specificul cultural ● Dezvoltarea competentelor de a lucra in echipe multiculturale

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Fundamentals of cross-cultural management. Key concepts	lecture, debates	
2	Approaches and conceptual limits in defining culture	lecture, debates	
3	Organizational/ national/ regional/ professional cultures	lecture, video interviews	
4	Cultural diversity within organizations	lecture, debates	
5	Business internationalization and cross-cultural teams	lecture, commenting press materials	
6	Advantages and disadvantages of cultural diversity	debates	
7	Implementation strategies (types and industries)	lecture	
8	Managerial culture of multicultural organizations	lecture, debate	
9	Factors of centralization, de-centralization and culture formation in multicultural organizations	debate	
10	Implementation processes	guest speech	
11	Stages of implementation	lecture, debate	
12	The profile of the global manager	lecture, commented video interview	
13	Training and recruiting global managers	lecture, debate	
14	Competencies of global managers	debates	

Bibliography

- Maier, O. , Management interculturel. Stratégie, organisation, performance, Dunod, Paris, 2006, Franța
- Pauleen, D.J., ed. , Cross-cultural perspectives on knowledge management, Libraries Unlimited, 2006, Statele Unite ale Americii

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Fundamentals of cross-cultural management. Key concepts	dezbatere	
2	Approaches and conceptual limits in defining culture	studii de caz	
3	Organizational/ national/ regional/ professional cultures	video	
4	Cultural diversity within organizations	business simulation	
5	Business internationalization and cross-cultural teams	guest speaker	
6	Advantages and disadvantages of cultural diversity	case studies	
7	Implementation strategies (types and industries)	interviews	
8	Managerial culture of multicultural organizations	case studies	
9	Competencies of global managers	debate	
10	Training and recruiting global managers	interview video	
11	The profile of the global manager	case studies	
12	Stages of implementation	debate	
13	Implementation processes	guest speaker	
14	Factors of centralization, de-centralization and culture formation in multicultural organizations	case studies	

Bibliography

- Maier, O. , Management interculturel. Stratégie, organisation, performance, Dunod, Paris, 2006, Franța
- Pauleen, D.J., ed. , Cross-cultural perspectives on knowledge management, Libraries Unlimited, 2006, Statele Unite ale Americii
- Taiwan

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The subject addresses the challenges of contemporary business environment and the expectations of main stakeholders, by training specific and transversal competencies, which assure the integration of graduates into the structure of multinational organizations, by situation analysis and responsive teamwork.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)		oral examination	60.00
10.2. S(S)		continuous evaluation and portfolio	40.00
10.3. Final assessment			
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	getting 5 of 10, for lecture and seminar		

Date of listing,
08/08/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,