

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 French language)
1.8. Language of study	French
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	Intercultural management								
2.2. Code	19.0154IF3.2-0001								
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)	Asociat dr. SEGAL-LIVADA Tatiana					tatiana.segal@fabiz.ase.ro		
	S(S)	Asociat dr. SEGAL-LIVADA Tatiana					tatiana.segal@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	20.00
Preparation of seminars, labs, assignments, portfolios and essays	20.00
Tutorials	
Examinations	9.00
Other activities	

4. Prerequisites

4.1. of curriculum	Entrepreneurship culture Business management Management of human resources
4.2. of competences	Assistance for the management of the whole enterprise/organization

5. Conditions

for the C(C)	Regular room with places for all students
for the S(S)	Regular room with places for all students

6. Acquired specific competences

PFESSIONAL	C3	Administration of the activity of a subunit from the structure of the business/ organization
PFESSIONAL	C4	Assistance for human management resources

7. Objectives of the discipline

7.1. General objective	Understanding and analysing the role of cultural diversity in the relation between business and external environment
7.2. Specific objectives	<ul style="list-style-type: none"> • Analiza specificității culturale a clientului/ partenerului de afaceri • Adaptarea comportamentului în afaceri în funcție de specificul cultural • Dezvoltarea competențelor de a lucra în echipe multiculturale

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introduction in intercultural management. Key concepts in intercultural management	Presentation, debate	
2	Approaches and conceptual borders in defining culture	Presentation, debate, interactive teaching	
3	Organizational culture/national culture (sources;rules/values/postulates; national /regional/professional/individual culture)	Presentation, debate, interactive teaching	
4	Cultural diversity in the organization (diachronic intercultural environment))	Presentation, debate, interactive teaching	
5	Internationalizing activities (multidisciplinary teams/multicultural teams); advantages/disadvantages of cultural diversity	Presentation, debate, interactive teaching	
6	Implementation strategies (types of implementation, sectors of activity, financing methods)	Presentation, debate, interactive teaching	
7	Decentralisation factors, centralization and forming a managerial culture specific to the multicultural organization	Presentation, debate, interactive teaching	
8	Implementation processes (creating new organizations, acquiring, delegated management, leasing, relocation)	Presentation, debate, interactive teaching	
9	The stages of implementation in the case of an existing organization (initiating the project and establishing partnerships, the audit, preparing the business plan, the actual takeover)	Presentation, debate, interactive teaching	
10	Implementation of business strategies	Presentation, debate, interactive teaching	
11	The profile of the global manager (strategic/operational)	Presentation, debate, interactive teaching	
12	Competences and skills specific to the international manager	Presentation, debate, interactive teaching	
13	Introduction in intercultural management. Key concepts in intercultural management	Interactive teaching	
14	Approaches and conceptual borders in defining culture	Interactive teaching	
15	Competences and skills specific to the international manager	Presentation, debate, interactive teaching	
16	Cultural conflicts in the organization	Presentation, debate, interactive teaching	

Bibliography

- Maier, O. , Management interculturel. Stratégie, organisation, performance, Dunod, Paris, 2006, Franța
- They, B, Manager dans la diversité culturelle, Editions d'Organisation, Paris, 2002, Franța
- Chevrier, S., La management interculturel, PUF, Paris, 2016, Franța
- Drummond, V., Le management interculturel, Gereso, Le Mans, 2016, Franța

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction in intercultural management. Key concepts in intercultural management	Debate based on case studies	
2	Approaches and conceptual borders in defining culture	Debate based on case studies	
3	Organizational culture/national culture (sources;rules/values/postulates; national /regional/professional/individual culture)	Debate based on case studies	
4	Cultural diversity in the organization (diachronic intercultural environment))	Debate based on case studies	
5	Internationalizing activities (multidisciplinary teams/multicultural teams); advantages/disadvantages of cultural diversity	Debate based on case studies	
6	Implementation strategies (types of implementation, sectors of activity, financing methods)	Debate based on case studies	
7	Decentralisation factors, centralization and forming a managerial culture specific to the multicultural organization	Debate based on case studies	
8	Implementation processes (creating new organizations, acquiring, delegated management, leasing,relocation)	Debate based on case studies	
9	The stages of implementation in the case of an existing organization (initiating the project and establishing partnerships, the audit, preparing the business plan, the actual takeover)	Debate based on case studies	
10	Implementation of business strategies	Debate based on case studies	
11	The profile of the global manager (strategic/operational)	Debate based on case studies	
12	Competences and skills specific to the international manager	Debate based on case studies	
13	Introduction in intercultural management. Key concepts in intercultural management	Debate based on case studies	
14	Approaches and conceptual borders in defining culture	Debate based on case studies	
15	Competences and skills specific to the international manager	Debate based on case studies	
16	Cultural conflicts in the organization	Debate based on case studies	

Bibliography

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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 integration of graduates in the system of multinational organizations is ensured, through acquiring the language, way of thinking and managerial action imposed by these systems as well as their efficiency in intercultural environments
It provides learning skills of analysis and action in cases of outsourcing as well as recruitment, selection and training of personnel for carrying out work in multicultural environments

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Sum-up evaluation	Grid with multiple choices	50.00

10.2. S(S)	Progressive evaluation	Evaluation during all semester	50.00
10.3. S(S)	Progressive evaluation	Evaluation during all semester	40.00
10.4. Final assessment	Active participation Logic of argumentation Free presentation of the essay The accuracy of references	Final note: 50% course test and 50% workshop Course test note: 90% knowledges and 10% participation Consider only the correct answers Seminar activity comprises: Active participation at workshops and courses: 30% Sustaining essay: 30% The paper is designated as 0 (zero) if it is copy more than 20% The paper is marked out of 10 (ten) if it is notified within 8 weeks. Workshop test: 40%	
10.5. Modality of grading	Whole notes 1-10		
10.6. Minimum standard of performance	Obtaining 5 both at course and seminar		

Date of listing,
05/26/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,