

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

2. Information on the discipline

2.1. Name	Intercultural management								
2.2. Code	19.0155IF3.2-0001								
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)	conf.univ.dr. STAMULE Tănase					tanase.stamule@fabiz.ase.ro		
	S(S)	asist.univ.dr. CEAUȘU IOANA					ioana.ceausu@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	24.00
Additional documentation in the library, on specialized online platforms and in the field	12.00
Preparation of seminars, labs, assignments, portfolios and essays	16.00
Tutorials	6.00
Examinations	6.00
Other activities	5.00

4. Prerequisites

4.1. of curriculum	
4.2. of competences	

5. Conditions

for the C(C)	
for the S(S)	

6. Acquired specific competences

PREFESSIONAL	C3	Administering the activity of a subunit from the structure of the business/ organization
PREFESSIONAL	C4	Assistance in human resources management

7. Objectives of the discipline

7.1. General objective	Increase awareness and understanding of the positive role of the cultural diversity in the business development
7.2. Specific objectives	<p>Importanta, impactul si rolul diversitatii culturale in asigurarea succesului in afaceri</p> <p>Notiuni generale privind domeniile de manifestare ale particularitatilor culturale: diacronice (istorie, religie, evolutie socio-culturale) si sincronice (organizarea sociala, interfete - obiceiuri preluate si adaptate)</p> <p>Particularitati culturale ale diferitelor popoare (de origine romanica, de origine anglo-saxona, de origine slava, de origine semitica, popoare extrem orientale)</p> <p>Particularitati ale relatiilor de serviciu in conditiile formarii unor echipe de lucru mixte din punct de vedere cultural</p> <p>Forme juridice de organizare si structuri organizatorice corespunzatoare intreprinderilor din diferite spatii culturale</p> <p>Liberalizare si protectionism in diferite spatii culturale</p>

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Fundamentals of cross-cultural management	lecture, debates	
2	Approaches and conceptual limits in defining culture	lecture, debates	
3	Organisational culture	lecture, debates	
4	Cultural diversity within organisation	lecture, debates	
5	Business internationalisation and cross-cultural teams	lecture, debates	
6	Advantages and disadvantages of cultural diversity	lecture, debates	
7	Implementation strategies	lecture, debates	
8	Managerial culture of multicultural organisations	lecture, debates	
9	Factors of centralisation, de-centralisation and culture formation	lecture, debates	
10	Implementation process	lecture, debates	
11	Stages of implementation	lecture, debates	
12	The profile of the global manager	lecture, debates	
13	Training and recruiting global managers	lecture, debates	
14	Competencies of global managers	lecture, debates	
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Bibliography

- Tantau A., Internationales Management, Ed.Ase, Bucuresti, 2005, Cambodgia
- Schneider U., Hirt C., , Multikulturelles Management, Oldenburg Verlag, Munchen, 2007, Germania
- Rothlauf J., Interkulturelles Management, Oldenburg Verlag, Munchen, 2006
- Kutscher M., Schmidt S., Internationales Management, Oldenburg Verlag, Munchen, 2004
- Germania

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Fundamentals of cross-cultural management	debates, case study	
2	Approaches and conceptual limits in defining culture	debates, case study	
3	Organisational culture	debates, case study	
4	Cultural diversity within organisation	debates, case study	
5	Business internationalisation and cross-cultural teams	debates, case study	
6	Advantages and disadvantages of cultural diversity	debates, case study	
7	Implementation strategies	debates, case study	
8	Managerial culture of multicultural organisations	debates, case study	
9	Factors of centralisation, de-centralisation and culture formation	debates, case study	
10	Implementation process	debates, case study	
11	Stages of implementation	debates, case study	
12	The profile of the global manager	debates, case study	
13	Training and recruiting global managers	debates, case study	
14	Competencies of global managers	debates, case study	
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Bibliography

- Ed.Ase, Internationales Management, Ed.Ase, Bucuresti, 2005, România
- Schneider U., Hirt C., , Multikulturelles Management, Oldenburg Verlag, Munchen, 2007
- Kutscher M., Schmidt S., Internationales Management, Oldenburg Verlag, Munchen, 2004, Camerun
- Rothlauf J., Interkulturelles Management, Oldenburg Verlag, Munchen, 2006

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

Discussing and analysing specific situations related to intercultural management with different specialists from the Romanian business environment

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Involvement in the lecture with questions, comments, examples of analysis, formulating proposals for topics for debates	The frequency and strength of interaction will be recorded	5.00
10.2. S(S)	Involvement in preparing and discussing case studies, stimulating specific activities. Preparing and presenting projects in teams	The frequency and strenght of interaction in seminars will be recorded	45.00
10.3. Final assessment			50.00
10.4. Modality of grading	Whole notes 1-10		

10.5. Minimum standard of performance	Minimum 5 in the final exam
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Date of listing,
05/12/2021

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,