

## Information sheet for the course Intercultural Management

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| <b>University:</b> <i>Alexander Dubček University of Trenčín</i>  |   |
| <b>Faculty:</b> <i>Faculty of Social and Economic Relations</i>   |   |
| <b>Course unit code:</b> <i>LZPV54</i>  | <b>Course unit title:</b> <i>Intercultural Management</i> |
| <b>Type of course unit:</b> <i>compulsory optional</i>  |   |
| <b>Planned types, learning activities and teaching methods:</b><br><i>Lecture:</i><br><i>Seminar: 2 hours weekly/28 hours per semester of study; face to face</i>   |   |
| <b>Number of credits:</b> <i>3</i>  |   |
| <b>Recommended semester:</b> <i>4<sup>th</sup> semester 2<sup>nd</sup> year</i>   |   |
| <b>Degree of study:</b> <i>II. (engineer, magister)</i>   |   |
| <b>Course prerequisites:</b> <i>none</i>  |   |
| <b>Assesment methods:</b><br><i>During the semester, the student is expected to attend 85% of the seminars during the semester, to actively participate in discussions, to complete assigned group tasks and the final paper. The student obtains final evaluation by finishing the assigned work assessed in accordance with the Rules of study. During the semester there will be two written tests worth 30 points each: Evaluation A - at least 55 points, Evaluation B - at least 50 points, Evaluation C - at least 45 points, Evaluation D - at least 40 points, Evaluation E - at least 35 points. Credit is not granted to a student who obtained less than 15 points from written test. At the end of the semester during the examination period: Exam. Final evaluation: Achieved average.</i>   |   |
| <b>Learning outcomes of the course unit:</b><br><i>A student completing the course acquires basic theoretical knowledge of cultural and international management, the impact of culture on communication. The student will know the different models of communication and cultural differences of different cultures. The student will understand intercultural differences. After successful completion of a learning process, the student will be able to behave as a future manager, who is able to conduct business meetings, lead intercultural teams, identify and anticipate intercultural misunderstandings or solve intercultural conflicts. To this end student acquires intercultural competence in communicating, leading of international teams, and coping with cultural differences in international protocol.</i>   |   |
| <b>Course contents:</b><br><i>1. Definition of terms: globalization, intercultural management, intercultural communication, intercultural competence.</i><br><i>2. Culture: layers of culture, cultural forms, the essence of culture.</i><br><i>3. Cultural dimensions and their identification in different cultures.</i><br><i>4. Globalization and its impact on national cultures.</i><br><i>5. Corporate culture and transnational companies, multicultural society.</i><br><i>6. Types of corporate culture and its components in transnational companies.</i><br><i>7. The cultural aspect in international management.</i><br><i>8. Managers and intercultural work environment, types of management styles.</i><br><i>9. Intercultural communication and barriers to effective communication.</i><br><i>10. International human resource management: recruitment and conditions for proper selection of employees.</i><br><i>11. The settlement of disputes and conflicts arising as a consequence of intercultural differences.</i><br><i>12. Specifics of foreign branches management.</i><br><i>13. Cultural differences in international protocol and social etiquette.</i> |   |
| <b>Recommended of required reading:</b><br><i>Đurigová, N.: Medzinárodná komunikácia, aktuálne problémy a možnosti riešenia. Filozofická fakulta univerzity J. A. Komenského, Bratislava 2004</i>   |   |

Hofstede, G.: *Cultures and organizations: Software of the mind*. McGraw-Hill, New York 1991  
 Knapík, P. – Zorkóciová, O.: *Vplyv kultúrnych odlišností na obchod a rokovanie v medzinárodnom obchode*. Ekonomická univerzita, Bratislava 2006  
 Nový, I. – Schroll-Machl, S. a kol.: *Interkulturní komunikace v řízení a podnikání*. Management Press, Praha 2001  
 Nový, I. a kol.: *Interkulturální management*. Grada Publishing, Praha 1996  
 Rodrigo, A. M. : *La comunicación intercultural*. Anthropos Editorial Rubí, Barcelona 1999  
 Szarková, M. a kol.: *Komunikácia v manažmente*. Ekonóm, Bratislava 2002  
 Trompenaars, F.: *Riding the Waves of Culture: Understanding Diversity in Global Business*. Mc Graw Hill, New York 1998  
 Časopis FSEV – Sociálno-ekonomická revue

**Language:** Slovak

**Remarks:**

*The course is offered in the summer semester of the second year of full-time graduate studies and in the summer semester of the second year of external graduate studies. This course is required elective. The number of students in a seminar group ranges from 20 to 25 students.*

**Evaluation history:**

| A   | B   | C   | D    | E    | FX  |
|-----|-----|-----|------|------|-----|
| 0.0 | 0.0 | 0.0 | 0.00 | 0.00 | 0.0 |

**Lectures:**

*PhDr. Elena Delgadová, PhD.*

**Last modification:** 29.05.2014

**Supervisor:** *doc. Mgr. Sergej Vojtovič, DrSc.*