

COURSE OUTLINE

1. GENERAL

SCHOOL:	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	TOURISM AND HOSPITALITY MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	3105591	SEMESTER OF STUDY	6
COURSE TITLE	Cross-cultural management		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		4	4
COURSE UNIT TYPE	Special Background Course		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=279		

2. LEARNING OUTCOMES

Learning Outcomes

The ability to communicate cross culturally and understand diverse perspectives is a necessity in order to achieve a competitive advantage in our global economy. In international business cross-cultural aspects are important because as soon as national borders are crossed there is an exposure to dilemmas that are not common in the domestic scene.

Upon successful completion of the course, students will be able to:

- a) Understand the impact of culture on management
- b) Identify the areas in which cultural differences present a challenge in managing people across cultures
- c) Become more self-aware of our cultural conditioning, individual biases and assumptions
- d) Understand the implications these have on our interactions with people who are different from us.

General Skills

1. Individual Project
2. Group Project
3. Critical thinking and self-criticism
4. Generating free creative and inductive thinking

3. COURSE CONTENTS

1. Basic terminology of cultures and company cultures.
2. groupings of cultures and differences in value systems.
3. Managers as communicators and cosmopolitans.
4. Multicultural negotiation strategies and practices.
5. Multicultural teamwork and meaning of individual/group.
6. Understanding and managing cultural diversity.
7. International assignments and global career development.
8. Managing cultures in international mergers and acquisitions.
9. Leading responsibly in multicultural environment.
10. Cross-cultural leadership.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of PUAS (Moodle).	
TEACHING METHODS	Method description	Semester Workload
	Lectures	26
	Class work/Workshop	26
	Preparation of Individual Project	20
	Independent and Directed Learning	28
	TOTAL	100
ASSESSMENT METHODS	<p>I. Final Examination (80%) that is comprised of multiple choice questions.</p> <p>II. Individual Project (20%) of each student's individual project.</p>	

5. Resources

1. Steers, R., Sanchez-Runde, R., Nardon, L. (2013). "Management Across Cultures: Challenges and Strategies", Cambridge University Press.
2. Solomon, C., Schell, M. (2009). "Managing Across Cultures: The Seven Keys to Doing Business with a Global Mindset", McGraw Hill.
3. Lewis, R. (2006). "When Cultures Collide: Leading Across Cultures", Brealey N. Publishing.
4. Lewis, R. (2012). "When Teams Collide: Managing the International Team Successfully", Brealey N. Publishing.
5. Hofstede, G.J., Minkov, M. (2010). "Cultures and organizations: software of the mind", McGraw-Hill.