

INTERCULTURAL COMPETENCES (COMPETENCIAS INTERCULTURALES)

COURSE GUIDE: 2017-18

COURSE DETAILS			
Name :	Intercultural Competences		
Code :	70934218	Plan :	Master in International Management and Languages
Academic year :	2017/2018	Level :	Graduate level
Course :	1	Type :	Optative
Semester :	First semester		
TIME DISTRIBUTION IN ACCORDANCE WITH REGULATION			
ECTS :	3	In-class hours:	22,5
		Not in-class hours:	52,5
		Total time (in hours):	75
USE OF VIRTUAL PLATFORM:	Teaching support		

LECTURER DETAILS			
Name	Raquel Antolin Lopez		
Department	Economics and Business Administration		
Building	B		
Office	101		
Phone	+34950214033	E-mail	ral252@ual.es
Personal webpage			

ACTIVITIES ORGANIZATION	
<i>Planned activities for learning and workload distribution per activity (in hours)</i>	
I. STUDENT'S ACTIVITIES (In-class / Online)	• Seminars [Example] 0,0
	• Teaching group [Example] 11,5
	• Work group / small group [Example] 11,0
	<i>Total In-class/Online time :</i> 22,5
II. STUDENT'S AUTONOMOUS ACTIVITIES (not in-class)	• 52,5
	<i>Total not in-class time :</i> 52,5
TOTAL WORKING HOURS	75,0

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ELEMENTS OF INTEREST FOR COURSE LEARNING

Justification of contents

This course introduces the student to knowledge regarding how culture and different cultural dimensions should be handled and managed in order to do business successfully. In addition, students will improve their understanding on how cultural dimensions affect communication and key business processes, and will develop the skills necessary to avoid cultural conflicts and misunderstandings.

Other courses related

This course provides relevant and seed knowledge for other courses such as International Management, Foreign Trade, Human Resources Management in a Cross-cultural Environment, International Business Negotiation and International Marketing.

Minimum knowledge required to deal with the Course

There is no specific knowledge required for registering in this course.

COMPETENCIES

General competencies

General objectives of the University of Almería

Other general objectives

- Learning and having knowledge
- Knowledge application
- Communication and social skills

Specific competencies developed

- CEM7: Knowing and applying the communicative and persuasive techniques and strategies that characterize the different professional genres of business, both oral and written, in English and/or at least in other foreign language (German and/or French), paying particular attention to differences in registers and the rules of courtesy ("politeness"), of vital importance to ensure an adequate and effective communication interaction.

- CEM8: Being able of getting familiarized with business habits in english, french and/or german speaking contexts and understanding the main differences (specially cultural differences) regarding the spanish business context.

- CEM9: Being able of using communication strategies that fit different professional genres in the business context, in english, and/or at least in other foreign language.

- CEM16: Being able of negotiating in multi-lingual and multi-cultural environments

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LEARNING OBJECTIVES/OUTCOMES

- Students have demonstrated to have knowledge and understanding that is based on knowledge typically associated to the first cycle, and they expand and improve that knowledge, which gives them a basis or opportunity to be original in the development and/or application of ideas, often in the research context.
- Students can apply their acquired knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study. - Students can communicate their conclusions -and the knowledge and rationales underpinning these- to specialist and non-specialist audiences in a clearly and unambiguously way.
- Students can negotiate in multi-lingual and multi-cultural environments.
- Students should be able to persuade their interlocutor and use different communication strategies both written and oral in English language and/or in a second foreign language (French and/or German), paying particular attention to register differences and courtesy norms ("politeness"), of vital importance to ensure an adequate and effective communicative interaction.
- Students will know the business habits of the English, French and/or German speaking world, as well as the main differences (especially cultural ones) with the Hispanic world. - Students are able to use communication strategies appropriate to each professional gender of the business field in English and/or at least in other foreign language.

CONTENTS

Module I	Introduction to culture in an international context
	<ul style="list-style-type: none">- Culture and International Business- Culture: definition and elements- Contrasting cultural values: classifications and dimensions- Intercultural competence and intercultural intelligence
Module II	Communication in an international context
	<ul style="list-style-type: none">- Communication across countries: Language- Communication across countries: Nonverbal communication
Module III	Country effects
	<ul style="list-style-type: none">- Cognitive country effects- Affective country effects- Normative country effects
Module IV	Managing cross-cultural issues in international business settings
	<ul style="list-style-type: none">- Understanding cultural misunderstandings- Negotiation in multi-cultural diverse contexts

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EVALUATION SYSTEM

Assessment criteria

There are two ways being evaluated:

Option A): This option should be the most common among students and is preferred by the instructor. The student should attend to a minimum of 80% of the classes. If one student fails to attend to this minimum, the student should automatically follow the option B.

The evaluation of the students under option A will be as follows:

- 35% of the final mark will be based in a final exam (the instructor will decide the type of exam: multiple choice questions, open questions...) (Assessed competencies: CB6, CEM7 and CEM8).

- 45% of the final mark will depend on the elaboration and evaluation of different activities (case studies, students presentations, role plays, etc.) (Assessed competencies: CB7, CB9, CEM9 and CEM16).

- 20% of the final grade is based on active participation (Assessed competencies: CB9, CEM7 and CEM9).

Option B): This option consists in a final exam including multiple choice questions, open questions, exercises and/or a written case study. This option is suitable for students that failed to attend to the minimum of classes or that failed to finish the activities. Students may obtain a top mark of 70 out of 100 if they follow this option (Assessed competencies: CB6, CB7, CEM7, CEM8, and CEM9).

Marking system

	<i>Activity</i>	<i>(Number of hours)</i>	<i>Percentage</i>
I. STUDENT'S ACTIVITIES (In-class/Online)	• Seminars [example]		%
	• Teaching group [example]	11,5	15%
	• Work group/ small group [example]	11	15%
II. STUDENT'S AUTONOMOUS ACTIVITIES (Autonomous work)	• Individual work [example]	52,5	70%

Assessment instruments

- Lecture
- Debate and discussion
- Case study
- Problem-solving learning
- Teamwork
- Search and application of knowledge
- Project presentations

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- Final test (results assessment)

Monitoring mechanisms

- Tutorship
- Participation through communication tools (forum, email)
- Activities submissions in class
- Activities submission through the Aula virtual

BIBLIOGRAPHY

Recommended bibliography

- International Management: Culture, strategy and Behavior (Fred Luthans and Jonathan P. Doh). McGraw-Hill Education. 2014.
- Basic concepts of intercultural communication: paradigms, principles, & practices (*Bennett, Milton J*) - Bibliografía básica
- Building cross-cultural competence [Recurso electrónico] : how to create wealth from conflicting values (*Betina Szkudlarek*) - Bibliografía básica
- Exploring culture; exercises, stories and synthetic cultures (*Hofstede*) - Bibliografía básica

Bibliography existing in the library of the University of Almeria

<http://almirez.ual.es/search/x?SEARCH=70534211>

WEB ADRESSES

<https://www.geert-hofstede.com/>

<https://www.geert-hofstede.com/countries.html>

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