

INTERCULTURAL COMPETENCES (COMPETENCIAS INTERCULTURALES)

COURSE GUIDE: 2019-2020

COURSE DETAILS			
Name :	Intercultural Competences		
Code :	70934218	Plan :	Master in International Management and Languages
Academic year :	2019/2020	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			
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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.

A good level of english (at least B1 is recommended).

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

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, ofrent 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 of persuade her 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.

PLANIFICATION

Content

Module I

Introduction to culture in an international context

- 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

- Communication across countries: Language
- Communication across countries: Nonverbal communication

Module III

Country effects

- Cognitive country effects
- Affective country effects
- Normative country effects

Module IV

Managing cross-cultural issues in international business settings

- Understanding cultural misunderstandings
- Negotiation in multi-cultural diverse contexts

Methods

Lecture- Debate and discussion- Case study- Problem-solving learning- Teamwork- Search and application of knowledge- Project elaboration and presentations- Results assessment- Final exam

Teaching innovation activities

This subject is part of the Teaching Innovation Group: Sostenibilidad emocional y cognitive: Fomentando valores sostenibles en educación empresarial de forma transversal (2019-2020), coordinated by Raquel Antolín López.

Functional diversity

Those students with disabilities or special teaching needs can contact the Functional Diversity Area of the University of Almeria (www.ual.es/discapacidad) to receive the appropriate guidance or advice. Likewise, they may request the implementation of the necessary adaptations of content, methodology and evaluation that guarantee equal opportunities in their academic development. The treatment of these information, in compliance with the LOPD, is strictly confidential. The teachers responsible for this guide will apply the adaptations approved by the Delegation, after notifying the Center and the course coordinator.

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:

EXAM:

- 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).

CONTINUOS WORK

- 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).

The student needs to obtain a minimum of 4.5 out of 10 in each part to pass the course AND a final average minimum of 5 out of 10. If the student fails any of the parts the grade will be “failing” regardless the grade in the other parts.

Option B): This option might consist 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).

The exam will be evaluated from 0 to 10. After that, the grade obtained will be pondered/adjusted by 0.7 to determine the final grade. The final grade after applying the ponderation of 0.7 should be equal or higher than 5 in order to pass the course. This means that students need to reach at least a 7 out of 10 in the exam as a minimum to pass the course.

The maximum grade that is possible to obtain under option B) is 7 -Notable.

Marking system: From 0 to 10, whereas: 10 – Matrícula de Honor – Excellent /A 9 - 10 Sobresaliente/ – Very good / B 7- 8.99 Notable/ – Good / C 5 – 6.99 Aprobado/ – Satisfactory D/E 0 – 4.99 Suspenso/ – Fail / F

Assessment instruments

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

Basic bibliography:

- Fred Luthans and Jonathan P. Doh. International Management: Culture, strategy and Behavior. McGraw-Hill Education. 2018
- Slides

Additional readings:

- David C. Thomas and Mark F. Peterson. Cross-Cultural Management. SAGE. 2018
- Bennett, Milton J. Basic concepts of intercultural communication: paradigms, principles, & practices. Nicholas Brealey Publishing. 2013.
- Hofstede. Exploring culture; exercises, stories and synthetic cultures.. Intercultural Press. 2006.

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>