



GUÍA DOCENTE CURSO: 2017-18

**DATOS BÁSICOS DE LA ASIGNATURA**

Asignatura:	Competencias Interculturales		
Código de asignatura:	70934218	Plan:	Máster en Gestión Internacional de la Empresa e Idiomas
Año académico:	2017-18	Ciclo formativo:	Máster Universitario Oficial
Curso de la Titulación:	1	Tipo:	Optativa
Duración:	Primer Cuatrimestre		

**DISTRIBUCIÓN HORARIA DE LA ASIGNATURA SEGÚN NORMATIVA**

Créditos:	3
Horas totales de la asignatura:	75
UTILIZACIÓN DE LA PLATAFORMA VIRTUAL:	Apoyo a la docencia

**DATOS DEL PROFESORADO**

Nombre	Antolín López, Raquel		
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## ELEMENTOS DE INTERÉS PARA EL APRENDIZAJE DE LA ASIGNATURA

### Justificación de los contenidos

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

### Materia con la que se relaciona en el Plan de Estudios

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.

### Conocimientos necesarios para abordar la Asignatura

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

### Requisitos previos recogidos en la memoria de la Titulación

There are no compulsory previous requirements. A good level of english (at least B1 is recommended).

## COMPETENCIAS

### Competencias Generales

*Competencias Transversales de la Universidad de Almería*

*Competencias Básicas*

- Comprender y poseer conocimientos
- Aplicación de conocimientos
- Capacidad de comunicar y aptitud social

### Competencias Específicas desarrolladas

- 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 proffesional 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

## OBJETIVOS/RESULTADOS DEL APRENDIZAJE

- 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 knowlege, 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 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.

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# PLANIFICACIÓN

## Temario

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: Non verbal 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


## Metodología y Actividades Formativas

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

## Actividades de Innovación Docente

This subject is part of the Teaching Innovation Group: ¿Cómo crear líderes de futuro responsables? La importancia de las emociones en el proceso de aprendizaje en material de sostenibilidad empresarial ( How to make responsible future leaders? The impotance of emotions in the learning process of Business Sustainability) coordinated by Raquel Antolín López.

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## PROCEDIMIENTO DE EVALUACIÓN DE LAS COMPETENCIAS

### Crterios e Instrumentos de Evaluación

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).

### Mecanismos de seguimiento

- Asistencia a tutorías
- Participación en herramientas de comunicación (foros de debate, correos)
- Entrega de actividades en clase
- Entrega de actividades en aula virtual

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## BIBLIOGRAFÍA

### Bibliografía recomendada

#### Básica

- Fred Luthans and Jonathan P. Doh. International Management: Culture, strategy and Behavior. McGraw-Hill Education. 2014.
- Hofstede. Exploring culture; exercises, stories and synthetic cultures.

#### Complementaria

- Bennett, Milton J. Basic concepts of intercultural communication: paradigms, principles, & practices. Nicholas Brealey Publishing. 2013.
- Betina Szkudlarek. Building cross-cultural competence [Recurso electrónico] : how to create wealth from conflicting values. Wiley. 2000.

#### Otra Bibliografía

### Bibliografía existente en el Sistema de Información de la Biblioteca de la UAL


Puede ver la bibliografía existente en la actualidad en el Sistema de Gestión de Biblioteca consultando en la siguiente dirección:

<http://almirez.ual.es/search/e?SEARCH=COMPETENCIAS INTERCULTURALES>

### DIRECCIONES WEB

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