GoBali Study Abroad

UNIVERSITAS UDAYANA

COURSE SYLLABUS · BUSINESS & TOURISM

Cross Cultural Competence Management

Udayana University | 5 ECTS | Taught in English | Bachelor level

COURSE SYLLABUS · BUSINESS & TOURISM

Cross Cultural Competence Management

CODE	CREDITS	LANGUAGE	LEVEL
CE 1/1	5 ECTS	English	Bachelor

LECTURER	EXAMS
I Gusti Bagus Honor Satrya, B.Bus.Com., MIB	Written Case Study · Written mid-term and final Examination

Description

The course covers cross-cultural competence management with regard to cultural differences in international business. It provides an in-depth understanding of cultural distinctions, dimensions and competence in doing business in an ever more globalized environment. The aim is the long-term attainment of goals and objectives, using cultural understanding, selection, implementation and execution to create positive outcomes for a company or a multinational corporation (MNC).

Learning objectives

After completing this course, students are competent in managing cultural differences effectively and efficiently in business operations around the world.

Subjects covered

Globalization, Cultural diversity, Management, Organization, Internationalization, Risk Management, Communication, Human Resource Management

Weekly topics

1. Introduction
2. Globalization
3. Cultural Dimensions
4. Cultural Competence
5. International Business
6. **Case Study & Written Mid-term exam**

9	Internationalization
10	International Strategy & Structure, Marketing, and Manufacturing
11	Managing Risks of Internationalization
12	Intercultural Communication and Negotiating Across Cultures
13	Managing Multicultural Teams
14	Case Study
15	Summary

Grading

Case Study	40%
Mid-term and final Examination	60%

Books and other sources

1. Browaeys, M. J. and R. Price. 2011. *Understanding Cross-Cultural Management*, 2nd ed. Pearson Education.
2. Lecture slides distributed in class

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