



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Cross cultural management

PROF. YADVINDER S. RANA

Course aims and intended learning outcomes

- Definition of cultural dimensions that identify people's thought, reasoning, communication and behavior.
- Definition of a Communication, Negotiation and Lateral Leadership model applicable to different multicultural contexts.
- Development of skills to evaluate and choose the organizational structure of complex international business organizations.
- Tools for managing effectively intercultural and distant teams and understanding international issues.

Course content

MODULE I - Cultural dimensions

- Hofstede, Hall, Trompenaars and Schwartz theories.
- The Cultural Orientation Model.
- Dynamic theories on cultural dimensions.
- The GLOBE research on cultural dimensions and leadership.
- The Cultural Quotient (CQ).
- The Yin & Yang Perspective.

MODULE II - Intercultural Communication and Negotiation

- Definition and analysis of the communication and negotiation process.
- Managing different communication styles.
- Leading an intercultural negotiation.
- identifying interests and alternatives in complex negotiations
- How people think. Social cognition and cognitive linguistics.

MODULE III - Human Resources Management

- Strategic Management of HR in a multicultural context.
- The organizational structure in different countries.
- Working successfully across cultures.
- How to lead cross-functional and cross-cultural teams.

MODULE IV - Current Events

- How Europe and the World are changing as a result of current events: Terrorism, refugees, political perspectives.

Reading list

Y.S. RANA, The 4Ps Framework: Advanced Negotiation and Influence Strategies for Global Effectiveness, CreateSpace Independent Publishing Platform, 2014.

The professor shall indicate additional materials throughout the course, including supplemental reading materials, articles and cases. All additional material will be stated and if possible uploaded in blackboard



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Teaching method

The course will be taught through a combination of instructional methods: lectures, discussions of corporate cases, group and individual projects, video tutorials and testimonials.

Assessment method and criteria

Students (both attending and non-attending) can choose between two types of exam.

1. Final group project. Topic to be chose by students. Maximum three members for each group project. Guidleinses for the final project are provided in class and uploaded in Blackboard.
2. Final written open questions exam. The final exam is open book and open notes. However, you are not allowed to talk to a friend or a colleague during the exam.

Students have to choose only one type of exam (either project or written exam).

Intermediate group and individual projects with oral presentations will be counted in the determination of the final grade (only for attending students).