



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

What Makes Us Global? Effective Management of Cultural Interconnectedness

PROF. STEFANIA VITULLI

Area of study:	Media and Communications – Social/Communities Management
Area Code:	CM/MG310
Method of Instruction:	In person (with online meetings for the virtual exchange activity)

Description

The so-called “third stage of globalization”, which started in the 1980s, witnessed the beginning of the “all in one” norm, in which local cultures and customs seemed set to become obsolete, making way for a great period of confusion. What the COVID-19 pandemic has revealed is that effective communications during a crisis must consider both the global and the local cultural contexts in which it evolved. What are the relevant macro-trends/movements/communities to follow? How does one find their point of origin and observe their shifts and transformations in a global and interconnected landscape that seems flat and unstable to the point of disintegrating at the mere manifestation of any new crisis? How should we make decisions and avoid conflicts in private and public, individual, and social community management?

The first part of the course will focus on basic principles of cultural studies, such as theoretical approaches to global, glocal, local and cultural dimensions, which will be used to assess real problems and case studies by way of a holistic perspective. Furthermore, the class will look at how insights tied to concepts of Influence, Trust, Reputation, Resilience, Liquidity and Complexity mechanisms bring awareness of the present and of the potential impact global transformations can have on ideas of citizenship, consumption, and consensus decisions.

The second part of the course will be dedicated to a review of the essential global macro-trends of the year, which can include the following:

- Gen Z neo-activism/Green citizenship: who wants/gives the ID?
- Food revolution: sustainable choices from farm to digitizing
- AI: risks and opportunities in ethics and behaviour
- Reputation and media exposure for leaders (CEO branding) and organizations
- Pandemic emergency management models, lockdown impacts, new normal kick offs

Course contents

Lesson 1: Why are you here? -Team creation - Intro to the course and to syllabus -**Is it really global?**
Starting from 2020, the most different year, gallery of critical tools in analysis criticism and communication to assess and navigate cultural differences in considering events

Lesson 2: 2020 teams' presentations – **TRENDS AND MEGATRENDS/ HOW TO MAKE DECISIONS/ INTRO TO COUNTRY CULTURE** (a global perspective on cultural indexes “POWER DISTANCE”/“COLLECTIVISM/ INDIVIDUALISM”)

Lesson 3: My 2020/FUTURE 100 presentation + **Cultural perspective 1 + Black swans/Small Data discussions+Decisions/Kahneman focus + LINDSTROM presentation/Kahneman tasks/Intro Country Culture**



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Lesson 4: **Reputation economy**: a global perspective on cultural indexes “UNCERTAINTY AVOIDANCE”/“LONG TERM ORIENTATION”+ **Brief for assignment “Reputation” submission**

Lesson 5: **Cultural perspective 2** + Maslow, Frankl/**Desirable/Desired dimension** + **Trust as a key value with Edelman materials (on BlackBoard)** video+report to be studied + task about them)

Lesson 6 **MIDTERM EXAM- Team presentation + Individual Essay submission**

Lesson 7: **CEO Branding**: how CEOs could become pioneers for ethical purpose

Lesson 8: Political and cultural connections in communication & relationships – Activism and neoactivism - **Global/ Macro Trends in Social Movement** + **Pandemic emergency management models, lockdown impacts, new normal kick offs**

Lesson 9: **Green citizenship, green activism. Generations, communications, pressure approaches to green stakeholders**: a global perspective on cultural UNCERTAINTY AVOIDANCE index + Team task on Ideal EcoCountry

Lesson 10: **Digital self in Artificial Intelligence. Smart objects and smart ethics**: a global perspective on cultural POWER DISTANCE index. Brief launch for Final Exam individual essay/team task

Lesson 11

FINAL EXAM PRESENTATION TEAM TASK/ DISCUSSION + Individual ESSAY SUBMISSION

Prerequisites

Recommended for students of Economics, Law, International Cooperation, Sociology, Psychology, Foreign Languages, Science in Management, Literature and Arts.

Method of instruction

Students will be asked to work on projects such as case study analysis, essay writing and presentations, online simulations, students' masterclasses. The course will also include guest speaker presentations of case studies/topics.

A virtual exchange will be an integral part of the focus of the class. Students will work for 3 weeks (after the Midterm Exam) in international teams with students from Appalachian State University, North Carolina and graduate students in Cattolica's Business Communication course, part of the M.Sc. degree in Management. **During the Virtual Exchange period and final submission, in-presence hours will be reduced and out-of-class hours will increase: students will be expected to organise and set times to work with their teams in different time zones over the world.**

This course is highly interactive. Students are expected to proactively contribute to class discussion and to the building of concepts and course objectives by way of individual and group assignments that will include: strategy implementation plans; politics and market analysis; team building exercises; critical perspective training; effective and impactful presentations of contents to faculty and peers.

A list of references will be provided during the course.

Course requirements



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Credits

6 ECTS

Grading

Team and individual assignments	50% of final grade
Midterm and final exams	50% of final grade (25%+25%)

Team Assignments

To foster cooperative learning and an in-depth study of a particular topic of interest, students will be responsible for participating in group presentations. The final products could be slides, videos, creative tools, or communication strategies. Groups will present to the class or to guest speakers and their works will receive a total final grade given from speakers and from the instructor.

Teams will have to present part of the theoretical contents in special “classes” to be held by teams as “professors”. So, to explore the items more in depth and acquire an ability to enrich and apply a critical perspective to read/studied essays/reports and even to be better prepared for the theoretical midterm.

Mid-Term Exam

The Midterm Test will consist of open-ended questions to test basic knowledge and comprehension of course material and theoretical topics; to test critical perspective; to apply theoretical topics to concrete examples.

Final Exam

The final exam will consist in conceiving a strategy for a real case study, to test basic knowledge and comprehension of the whole course, theoretical and case

Course readings and materials

The lecturer’s slides, readings and essays for exams and assignments will be posted on Blackboard.

Instructor bio

Prof. Stefania Vitulli is a creative consultant and journalist. She is contract professor of Business Communication at Università Cattolica del Sacro Cuore, Milan, where she teaches also Green Communication and Publishing Communication. She is research fellow at LabCom, UCSC, and professor and Senior Tutor at the Master in Corporate Communication, UCSC. She is the author of articles and academic papers on green communication and sustainability.

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