What Makes Us Global? Cultural Interconnectedness Effective Management

PROF. STEFANIA VITULLI

Area of study:	Media and Communications
Area Code:	CM/MG310
Method of Instruction:	live-streaming only
Participation:	synchronous/live only

Description

What are the relevant macro-trends 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 also unstable to the point of disintegrating at the mere manifestation of any new crisis? 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 have to take into account both the global and the local cultural contexts in which it evolved: missing this goal can affect the reputation of a country/company with a log-lasting damage.

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 (Hofstede/Culture maps), taking decisions (Kahneman), data research (Lindstrom), 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, Generation, Complexity, Post-Humanism and Censorship 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, as for Spring 2021, can include the following:
- Green citizenship: who gives the ID?, Gen Z Neo-activism, Sixth Extinction and End-of-the-world myth
- Food revolution: sustainable choices from farm to digitizing (through the virtual exchange program/module)
- Post-Humanism and Artificial Intelligence
- Company/Stakeholder relationship
- Executive Reputation and Ceo Branding

A virtual exchange will be integral part of the focus of the class. Students will work for 5 weeks 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. SEE SPECIFIC SYLLABUS GIVEN AT THE BEGINNING OF THE MODULE

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.

Course contents

Lesson 1 (Theory)+2 (Practice): Why are you here? -Team creation -Intro to the course and to syllabus -Culture and its definitions -Brief for assignment

Lesson 3 (Theory)+4 (Practice): Is it really global? Gallery of critical tools in analysis criticism and communication to assess and navigate cultural differences + Brief for assignment

Lesson 5/6 (Theory+Practice): Global ethical values "stock exchange" and models related. Hofstede's indexes and present country culture tools developed by Demooij. Focus on Power distance, Superpower, Soft Power, Stakeholder capitalism + Brief for assignment

Lesson 7/8 (Theory+Practice): Influence, Trust and Reputation (Guest speaker): why intangible assets are the everlasting yardstick

Lesson 9/10 (Theory+Practice): Executive Reputation and CEO Branding: how CEO could become pioneer for ethical purpose

Lesson 11: MIDTERM EXAM

Lesson 12/13: (Theory+Practice): Activism & slacktivism, movements & riots, networks & communities,Selfie & polarization: how to build the Enemy + Brief for research (for Spring 2021: #Metoo, femvertising, Black Lives Matter, Taking the knee: protest and boycotting from Sixties to Present Times)

Lesson 14/15 (Theory+Practice): Liquidity and Complexity: 5 steps in stakeholders/companies relationship, a communication storyline

Lesson 16: Green citizenship: who wants/gives the ID? From Greenpeace to Corporate activism/Gen Z neo-activism

Lesson 17/18 (Theory+Practice): Cancel Culture and Censorship: how a movement takes roots

Lesson 19: Virtual Exchange Program Team Project Presentation (Grade on this)

Lesson 20/21: Digital self Artificial Intelligence: smart objects and smart ethics

Lesson 22: FINAL EXAM

Prerequisites

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

Method of instruction

Interactive lessons with role playing in case study analysis, essays writing and presentations, group discussions, online simulations, students' masterclasses. Presentation of case studies/topics by guest speakers. A list of references will be provided during the course.

Credits

6 ECTS

Grading

Team and individual assignments: 50% of final grade
                                     (Class Assignments 25% +
                                     Virtual Exchange project final grade 25%)

Midterm and Final exams: 50% of final grade (25%+25%)

Class participation (attendance+interaction):   +10% (optional bonus, if achieved/accomplished)

Team Assignments

In order to foster cooperative learning and an in-depth study of a particular topic of interest, students will beresponsible 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.

Team Presentations

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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