UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# COURSE SYLLABUS

# Cross-Cultural Management and Communication

**2324-2-F6302N048**

## Learning objectives

The main objective of the Cross Cultural management course is to allow students to deeply understand what it takes to “take perspective” of a different cultural viewpoint.

Another objective of the course is to have students analyze communication situations with the provided tools of observation, allowing them to exercise intercultural competence within an operational context.

## Contents

The Intercultural Communication course will provide students with basic concepts of intercultural communication and some tools of communication analysis in order to make people aware of their cultural context, a necessary step to positively relate to other cultures with intercultural competence. Discussion and application of the tools through case studies and exercises will offer a deeper knowledge of intercultural communication theories, practices and problems relative to the specificity of intercultural research within the domain of profit and not for profit organization, health and educational contexts. In the second part of the course attention will be given to some essential themes of negotiation dealing both with face to face interactions and with remote working of teams. Diversity and Inclusion will be a transversal theme of the entire course.

## Detailed program

The course will tackle most well known models and theories of intercultural communication developed by scholars from different backgrounds and nationalities who have consolidated their careers mostly in Northern Europe and in North America. The adopted epistemological perspective of the course is a constructivist one. In order to become aware of one’s own culture/s, students will learn to recognize communication styles, assumptions and values,

conflict and perceptual styles. Individuals will learn to learn about and from other cultures through a subjective perspective highlighted by this approach. Different models of analysis and problem solving in complex multicultural situations will be presented and discussed with students. Particular attention will be given to communication in the context of health behaviors in local development contexts, the role of change agents, of private/public dynamics, and the ethical implications of decision-making in intercultural situations. An important topic of the course is also the history and current perspectives on diversity and inclusion actions and programs, aiming to prepare Magesprofessionals to add competence in managing cultural diversity to their profile.

## Prerequisites

Students are expected to be familiar with basic sociological concepts about culture and to speak International English.

## Teaching methods

Teaching methods are very active and see the direct involvement of students in exercises and group discussions completing theoretical presentations.

Class exercises include:

- facilitations on how to create third virtual cultures
- intentional creation of sensitivity experience for individuals and organizations
- Ideation of new interventions for inclusion
- re-engineering of services for the promotion of diversity

## Assessment methods

The exam will be an oral interview. Attending students will have the opportunity to have intermediate assessments.

## Textbooks and Reading Materials

Bennett, M. (2013) Basic concepts of intercultural communication: Paradigms, principles, & practices. Intercultural Press, Boston USA.

Castiglioni, I. (2017). “Intercultural Communication study in Italy” in Kim, Y.Y. ( a cura di) International

Encyclopedia of Intercultural Communication, vol. II F-I p. 1119- 1128, Wiley Blackwell, San Francisco, USA.

Dumetz J. at Al. (2012) Cross-cultural management textbook: Lessons from the world leading experts in cross-cultural management (English edition) eBook ISBN 978-1-62346-247-5

Further readings will be provided during the course for attending students.

## Sustainable Development Goals

QUALITY EDUCATION | GENDER EQUALITY | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES