UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Cross-Cultural Management and Communication

2425-2-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, equity and inclusion actions and programs, aiming to prepare Mages professionals 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 interactive and see the direct involvement of students in exercises and group discussions completing theoretical presentations. For this reason, participation and attdance to classes is very important and encouraged.
Teaching consists of a lecture part consisting of lectures and seminar activities on specific topics to the extent of 50%; the remaining 50% is developed as interactive teaching.
Around 10% of the classes will involve remote lessons and individual readings with sessions of Q/A and tests.

Class exercises include:

- facilitations on how to create third virtual cultures (i.e. team buidling processes)
- intentional creation of sensitivity experience for individuals and organizations (with examples from corporate training)
- Ideation of new interventions for inclusion (project work)
- re-engineering of services for the promotion of diversity (exercises of organizational development)

Assessment methods

The exam will be an oral interview. Attending students will have the opportunity to have intermediate assessments. The course slides are to be considered as additional material to support the work done in the classroom with the lecturer.
The reading of the texts is essential for taking the exam.

Textbooks and Reading Materials

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