

RBSIS02OA - Intensive Seminar Cross Cultural Management and Business Strategy

Course Module Intensive Seminar Cross Cultural Management and Business Strategy

Credit (ECTS) 2

Course Type Elective

Language of Instruction English

Offered by: RBS

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Course description and objectives:

With globalization of the world economy, it is imperative that managers, both present and future, be sensitive to cross cultural aspect of the business. The managers need to understand how to communicate effectively with people from various cultures in order to be successful in the business world.

This course provides principles and techniques that will enable students to develop a proficiency in managing diversity, both cross-nationality and internationally. This course is designed to provide an in-depth understanding of how the theory and insight of cultural anthropology can positively influence the conduct of international business. It explores five main topics:

- (1) general concepts (such as culture, ethnocentrism, and cultural change) and the nature of communication process, both linguistic and non-verbal communication;
- (2) a typology of value contrast that can be applied anywhere in the world to help diagnose potential breakdown in business negotiation and communication.
- (3) how to avoid culture shock in international assignment.
- (4) learn how Asian business managers formulate business strategies: Sun Tzu's The Art War and The Battle of The Red Cliff.

Mostly, they develop business strategy base on Chinese classical literature intuitively.

Teaching Methode Lectures and mini-case discussion presentation and discussion. **This is an intensive seminar that is offered on four evenings in a timeslot of two weeks (period 12 – 24 March 2018).**

Entry Level Student must be able to understand, speak and write English at a sufficient level.

Literature

1. Ferraro, Gary, *The Cultural Dimension of International Business*, 5th Edition, Person Prentice Hall, 2006
2. Sawyer, Ralph D. Sawyer, *Sun Tzu's The Art of War*
3. Online sources:
Sun Tzu's The Art of War and The Battle of The Red Cliff (PDF Text format and Movie in YouTube)

Assesment

Case Analysis Exam -Take-home exam