



SYLLABUS
Academic year 2018-2019

1. Information regarding the programme

1.1 Higher education institution	Universitatea Babeș-Bolyai
1.2 Faculty	Business
1.3 Department	Hospitality Services
1.4 Field of study	Business Administration
1.5 Study cycle	Bachelor
1.6 Study programme / Qualification	Business Administration

2. Information regarding the discipline

2.1 Name of the discipline	Intercultural management						
2.2. Discipline cod	ILE0039						
2.3 Course coordinator	Assoc.prof. Adina NEGRUȘA, PhD						
2.4 Seminar coordinator	Assoc.prof. Adina NEGRUȘA, PhD						
2.5. Year of study	3	2.6 Semester	II	2.7. Type of evaluation	C	2.8 Type of discipline	Elective

3. Total estimated time (hours/semester of didactic activities)

3.1 Hours per week	3	Of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the curriculum	36	Of which: 3.5 course	28	3.6 seminar/laboratory	12
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					16
Additional documentation (in libraries, on electronic platforms, field documentation)					16
Preparation for seminars/labs, homework, papers, portfolios and essays					16
Tutorship					2
Evaluations					4
Other activities: Preparation for the Final Examination					8
3.7 Total individual study hours					64
3.8 Total hours per semester					100
3.9 Number of ECTS credits					4

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	<ul style="list-style-type: none"> Classroom with video projector
5.2. for the seminar /lab activities	<ul style="list-style-type: none"> Classroom with video projector

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> • C1. gathering, processing, and analysing data regarding the interaction between a company/ an organisation and the external environment
Transversal competencies	<ul style="list-style-type: none"> • CT1. implementing ethical principles, norms, and values within one’s own rigorous, efficient, and responsible strategy of work • CT2. identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork • CT3. identifying various opportunities for continuing education and efficiently using learning resources and techniques for their development

7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	Cross-cultural management course aims a comparative approach of the theory and practice of management in different national contexts that allows the highlight of the similarities and differences that arise between different cultures in terms of concepts, methods and management techniques.
7.2 Specific objective of the discipline	If firms in a given country are well managed, they develop and this will determine the overall development of the country. On the other hand, the expansion of multinational companies requires the knowledge of the peculiarities and ways of management in different cultural contexts. In these circumstances, the course aims to approach of the managerial theory and practice in different national contexts.

8. Content

8.1 Course	Teaching methods	Remarks
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<p>1. <i>Globalization, internationalization strategy and intercultural management</i></p>	<ul style="list-style-type: none"> • the use of an interactive course, based on lecture and debates • discussions and debates during the lecture based on examples provided by the teacher 	<p>1 lecture</p>
<p>2. <i>Cultural context in management</i></p>	<ul style="list-style-type: none"> • the use of an interactive course, based on lecture and debates • discussions and debates during the lecture based on examples provided by the teacher • the use of case studies 	<p>1 lecture</p>
<p>3. <i>Elements for defining culture</i></p>	<ul style="list-style-type: none"> • the use of an interactive course, based on lecture and debates • discussions and debates during the lecture based on examples provided by the teacher • the use of case studies 	<p>1 lecture</p>
<p>4. <i>Culture's dimensions</i></p>	<ul style="list-style-type: none"> • the use of an interactive course, based on lecture and debates • discussions and debates during the lecture based on examples provided by the teacher 	<p>1 lecture</p>
<p>5. <i>Influence of culture on communication process</i></p>	<ul style="list-style-type: none"> • the use of an interactive course, based on lecture and debates • discussions and debates during the lecture based on examples provided by the teacher • the use of case studies 	<p>2 lectures</p>
<p>6. <i>Influence of culture on motivation process</i></p>	<ul style="list-style-type: none"> • the use of an interactive course, based on lecture and debates • discussions and debates during the lecture based on examples provided by the teacher • the use of case studies 	<p>2 lectures</p>

7. <i>Entry strategies on foreign market and planning process</i>	<ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher the use of case studies 	2 lectures
8. Formal structures across cultures	<ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher the use of case studies 	1 lecture
9. Control and coordination of subsidiaries	<ul style="list-style-type: none"> the use of an interactive course, based on lecture and debates discussions and debates during the lecture based on examples provided by the teacher the use of case studies 	1 lecture
Bibliography Compulsory references: 1. Istocescu, A.: Management comparat internațional, Editura Ase, București, 2005. 2. Ionescu, Gh.; Cazan, Emil; Negrușă, A.: Management organizațional, Editura Tribuna Economică, bucurești 2001 - Biblioteca Catedrei de Business Cluj-Napoca. 3. Mead, Richard – International management – Cross Cultural Dimensions, Blackwell Publishing, International, 2005 4. Mendenhall, M.; Punnett, B.J.; Ricks, D.: Global Management, Blackwell Publishers International 1995. 5. Mintzberg, Henry: The Nature of Managerial Work, Prentice-Hall, Englewood Cliffs. H.S. 1980 - Biblioteca Centrală a Universității.		
8.2 Seminar / laboratory	Teaching methods	Remarks
1. Globalization, internationalization strategy and intercultural management	Case study analysis, short presentation, exercises and games	1 seminar (2 hours)
2. Case study <i>Cultural context in management</i>		
3. Elements for defining culture	Case study analysis, short presentation, exercises and games	1 seminar (2 hours)
4. Exercises Culture's dimensions		
5. Influence of culture on communication process	Case study analysis, short	1 seminar (2 hours)

6. Practical exercise - Influence of culture on communication process	presentation, exercises and games	1 seminar (2 hours)
7. Exercises Influence of culture on motivation process	Case study analysis, short presentation, exercises and games	1 seminar (2 hours)
8. Essay - Influence of culture on motivation process		
9. Entry strategies on foreign market and planning process	Case study analysis, short presentation, exercises and games	1 seminar (2 hours)
10. Essay - Entry strategies on foreign market and planning process		
11. Formal structures across cultures	Case study analysis, short presentation, exercises and games	1 seminar (2 hours)
12. Case study <i>Formal structures across cultures</i>		
Bibliography Compulsory references: 1. Istocescu, A.: Management comparat internațional, Editura Ase, București, 2005. 2. Ionescu, Gh.; Cazan, Emil; Negrușă, A.: Management organizațional, Editura Tribuna Economică, bucurești 2001 - Biblioteca Catedrei de Business Cluj-Napoca. 3. Mead, Richard – International management – Cross Cultural Dimensions, Blackwell Publishing, International, 2005 4. Mendenhall, M.; Punnett, B.J.; Ricks, D.: Global Management, Blackwell Publishers International 1995. 5. Mintzberg, Henry: The Nature of Managerial Work, Prentice-Hall, Englewood Cliffs. H.S. 1980 - Biblioteca Centrală a Universității.		

9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The course and seminar content is in accordance with the content of other courses from correspondent national and international faculties.
 Also, several meetings were held with leaders from business environment in order to match the curricula with the labour market requests

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
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10.4 Course	<ul style="list-style-type: none"> • Correctness and amplitude of theoretic knowledge • Logic coherence • Specialized terminology • Understanding of basic concepts in study cross-cultural behavior through the lenses of various theories 	Final test	50 %
10.5 Seminar/lab activities	<ul style="list-style-type: none"> • Ability to apply learned concepts 	Seminar attendance and activity 3 case studies	30 %
	<ul style="list-style-type: none"> • Study work elaborated on announced topics 	Elaboration and oral presentation of a study (in teams of 2-3)/ essays (minimum 2 essays)	20 %
10.6 Minimum performance standards			
<ul style="list-style-type: none"> • comprehension of basic notions and their usage • interpretations of the obtained results 			

Date

Signature of course coordinator

Signature of seminar coordinator

Conf.univ.dr. Adina Negrușă

Conf.univ.dr. Adina Negrușă

Date of approval

Signature of the Head of department

Conf.univ.dr. Oana Gica