

CULTURE MANAGEMENT

GENERAL OVERVIEW OF THE SUBJECT		
STUDIES: Degree in Business Management and Administration		
AREA: Global Mindset		
TYPE	Basic training:	Compulsory : X ONLINE Elective:
CREDITS: 3 ECTS		
ACADEMIC YEAR : 3rd		SEMESTER: 1st
MODULE: Glocal citizen		
LANGUAGE: English		
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SPECIFIC INFORMATION ON COMPETENCES		
<p>The objective of this subject is to:</p> <p>understand the key dimensions of different cultures in order to optimize personal, professional and organizational adaptability.</p>		
2. PREVIOUS KNOWLEDGE		
None		
3. TRANSVERSAL COMPETENCES		
RA2. Oral and Written Communication RA3. Use of Information Resources RA5. Teamwork		
4. METHODOLOGY		
Project Based Learning X	Problem Based Learning	Case Study X
Teamwork X	Company Visits X	Role Plays
Workshops	Expert Talks X	Web 2.0 (Wikis, blogs, social networks,.....) X

5. PROGRAMME

1. Basic concepts:
 - Culture Management
 - Globalization
 - Cultural Intelligence and CQ.
2. Cultural Dimensions.
 - Hofstede's Model of National Culture.
 - Dimensions and International Negotiations.

6. BIBLIOGRAPHY AND OTHER INFORMATION SOURCES

Competencia
X (CX)

- HOFSTEDE, Geert, HOFSTEDE Geert Jan and MINKOV Michael. 1991. **Cultures and Organizations: Software of the Mind** (New York: McGraw Hill, 2010)
- HOFSTEDE, Geert. 2001 **Culture's Consequence: International Differences in Work-Related Values**. Thousand Oaks, CA: Sage 2001
- LIVERMORE, David. 2013, **Expand Your Borders: Discover 10 Cultural Clusters**
- Salacuse, Jeswald W. (2004). **Negotiating: The Top Ten Ways that Culture Can Affect Your Negotiation**. Ivey Business Journal.
- Hofstede Geert, Hofstede Gert Jan, Michael Minkov. (2010) **Cultures and Organizations**.

<https://geert-hofstede.com/>

7. ASSESSMENT

The assessment will be done in the following way:

In order to **pass the competence**, you need to obtain an average mark of 5 among all the learning outcomes. Also you need to obtain 4 minimum for each learning outcome.

3 activities will be assessed:

- Theoretical approach: **Reflection assignments** 50 (you need 20 points to pass this part).
- Practical approach: **Project memory** 35 (you need 14 points to pass this part) and **oral presentation** 15 (you need 6 points to pass this part).

All the activities to be assessed **should be delivered on moodle in time**. If they are delivered 24h later, you will not get 20% of the grade. If they are delivered later than that, the activity will be failed.

Retake date for activities: December 6th.

See the table below.

Competences : understand the key dimensions of different cultures in order to optimize personal, professional and organizational adaptability.

Learning outcomes	LOx1. Get to know and increase understanding of Hofstede's cultural model.	LOx2. Understand the practical application of the model in international negotiations and other cross cultural contexts.	
A1: Theoretical part: Searching for information and scanning it for the project and assignments	35	15	50
A2: Application. International Experience: Project Memory		35	35
A3: Oral presentation		15	15
Total	35	65	100

Activities to assess the transversal competences

LR2. Oral-written communication
 LR3. Use of information resources