COURSE DETAIL

ESCI:CROSS CULTURAL MANAGEMENT & INTERCULTURAL COMMUNICATION

Country
Spain

Host Institution
Pompeu Fabra University

Program(s)
International Business Economics

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
164

UCEAP Course Suffix

UCEAP Official Title
ESCI:CROSS CULTURAL MANAGEMENT & INTERCULTURAL COMMUNICATION

UCEAP Transcript Title
ESCI:CROSSCLTR MGMT

UCEAP Quarter Units
5.00

UCEAP Semester Units

3.30

Course Description
This course analyzes concepts and tools of intercultural communication and cross-cultural management in an increasingly globalized world. Topics include: culture and ethnocentrism in business; models of theory-- Hofstede, Trompenars, Lewis; models of theory-- models for assessments; cultural intelligence; cross-cultural management and human resources; cross-cultural management and marketing; cross-cultural management and sales and negotiation; organizational culture; the global manager.

Language(s) of Instruction
English

Host Institution Course Number
51742/80336

Host Institution Course Title
CROSS CULTURAL MANAGEMENT & INTERCULTURAL COMMUNICATION

Host Institution Course Details

Host Institution Campus
ESCI-UPF Ciutadella Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
ESCI International Business (Escola Superior de Comerç Internacional)

Course Last Reviewed

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