

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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