

ECTS - Instituto Superior de Contabilidade e Administração do Porto

Degree: International Mobility Programmes

Course: Comunicação Intercultural

Academic Year: 2015/2016

Academic year: 2

Number of Credits (ECTS): 4.0

Term: Winter Semester

Attendance: Mandatory

Course Responsible Teacher: Dr. Rui Coutinho

Objectives:

Raise awareness among students to the changes taking place in the surroundings org: globalization and internationalization of business and organizations and multiculturalism as context
Contribute to the development of a critical spirit in relation to these changes, raise awareness of the complexity of the contexts and the need for learning to deal with cultural diversity
Develop skills related to question the reality of work, diagnose potential trouble spots and anticipate actions that prevent it
Develop thinking on probable impacts to the performance of an organization of potential problems arising from multiculturalism.
Reflect critically on practical cases

Syllabus:

I - Background - organizational environment

1. The changing nature of organizational environment
2. Globalization, internationalization of business and organizations
3. Identification and differentiation of the main models of cultural classification (Hofstede, Lewis, Hall, Gesteland ...)
4. Identify the cultural diversity of parameters: cultural profiles (countries /nations)

II - Intercultural communication

1. Understand the challenges of intercultural communication / cultural inclusion
2. Recognize the main sources of cultural diversity: culture, gender, religion, race, stereotypes....
3. Understand and identify barriers to intercultural communication: notions of time, order, authority ...
 - 3.1. The use of verbal and non-verbal language - peculiarities of the use of language and gestures
 - 3.2. Intercultural aspects of meetings and negotiations

III - The Advisor for Internationalization and Manager for Inclusion - new professions in multinational contexts and organizations

Objectives:

Expository, active, demonstrative method, using the simulation aims to place the students at the center of the teaching-learning process and interpellating him to participate in the construction of their own knowledge.
Research work individually and in small groups.
Discussion of organizational issues from selected case study.
Electronic and traditional research.

Assessment Methods:

Continuous assessment:

1st early test: 30%

1 Individual Assignment: 30%

1 Research group work: 30%

Presentation and oral defense of the research work: 10%

Or

Final Evaluation

References:

- Hofstede, Geert Hofstede, Gert Jan; Minkov, Michael, (2010) Cultures and Organizations, Mc Graw Hill
Lewis, Richard D., (2006) When Cultures Collide: Leading Across Cultures, Nicholas Brealey International
Axtell, Roger, (2006) Do's and Taboos around the World, John Wiley & Sons, Inc.
Deal, Jennifer J; Prince, Don V, (2006) Developing Cultural Adaptability: How to work Across Differences, Center for Creative Leadership
Gillis, Tamara L. (ed.) (2006) The IABC Handbook of Organizational Communication # The International Association of Business Communicators, Jossey-Bass, A Wiley Imprint
Moran, Robert T; Harris, Philip R; Moran, Sarah V. (2005) Managing Cultural Differences-Leadership Skills and Strategies for Working in a global World - 8th Ed. BH-Elsevier
Dawson, Patrick and Andriopoulos (2014), Managing Change, Creativity and Innovation, Sage, London

S. Mamede Infesta, 30 de Outubro de 2015