

Intercultural soft skills (EM054M7DA1)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Intercultural Softskills : 5 ECTS. <ul style="list-style-type: none">• MGA
Discipline	Management
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	45

Coordinator

Hélène LANGINIER

Coordinator

Patricia TEHAMI

Lecturers

Instructor	Population	Email
Hélène LANGINIER	Population	helene.langinier@em-strasbourg.eu
Patricia TEHAMI	Population	patricia.tehami@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will demonstrate written and oral competency in two foreign languages.

Students will analyze business organizations and problems in a multicultural and international environment

Description

This class will help you to develop your intercultural and multilingual skills by generating opportunities for self-reflection. You will also familiarise with useful storytelling techniques to better understand and explain how you intend to develop intercultural skills abroad and become a more effective global manager.

Educational organisation

In class

Lectures

Tutorials

In groups

Exercises

Oral presentations

Interaction

Games (educational, role play, simulation)

Discussions / debates

Accounts

Learning outcomes

Upon completion of this course, students should be able to :

- **Outline** the expected outcome of your international experience in a dramatic, compelling way
- **Identify** your strengths and weaknesses in terms of the dimensions of intercultural effectiveness
- **Predict** intercultural conflict situations
- **Interpret** your interlocutor's behaviour according to his/her culture
- **Develop** your intercultural effectiveness
- **Assess** your level of intercultural sensitivity

Outline

The course will be divided into three broad sections:

Section 1 :

Developing your intercultural skills

In this module, students will learn to decipher cultural differences and will enhance and capitalise on their intercultural skills for successful job applications

(Hélène Langinier)

Section 2 :

Developing your multilingual skills

(Hélène Langinier)

Section 3:

Storytelling to enhance your cross-cultural awareness and employability

Patricia Tehami

In this module, students will utilize their cross-cultural and self-discovery knowledge in order to better communicate in a global work environment. To achieve this goal, they will:

1. Use connotative narrative structures to both decode and encode cultural and personal messages,
2. Communicate on their overseas learning experiences to enhance their employability across diverse cultures.

As a result, students will be better able to:

1. Bridge the gap between their theoretical knowledge of cultures / cross-cultural interactions and their actual experiences of cross-cultural challenges.
2. Communicate in an individually distinctive manner in order to enjoy higher credibility as global thinkers and doers.

Prerequisites

Key concepts to understand :

none

Teaching material

Documents in all formats

- Syllabus
- Case studies

Recommended reading

Major works :

So What?: How to Communicate What Really Matters to Your Audience
by Mark Magnacca

Chatwin, Bruce. (1987). The Songlines. 1st ed. New York: Viking.

Gannon, Martin J. (2004). Cultural Metaphors. Metaphorical Journeys through 28 Nations, Clusters of Nations, and Continents. 3rd ed. Thousand Oaks, Calif.: Sage Publications, 7.

Gannon, M. J. (2011). Cultural Metaphors: Their Use in Management Practice as a Method for Understanding Cultures. Online Readings in Psychology and Culture. Retrieved from:
<http://scholarworks.gvsu.edu/orpc/vol7/iss1/4>

Hall, E. (1990). Understanding Cultural Differences. Yarmouth, ME: Intercultural Press.

Hofstede, G. (2010). Cultures and Organizations: Software of the Mind. 3rd ed. New York: McGraw-Hill.

La Fontaine, J. (1668). "The Funeral of the Lioness", Fables, Volume 2, Book 8, Fable 14 (1668)
<http://www.musee-jean-de-la-fontaine.fr/jean-de-la-fontaine-fable-uk-197.html>

La Fontaine, J. (1668). "The Cicada and the Ant", Fables, Volume 1, Book 1, Fable 1 in The Complete Fables of Jean de la Fontaine by Norman B. Spector, Northwestern University Press; 1st edition (June 1, 1988)

Further reading :

Research works by EM Strasbourg :

Stéphane DANGEL, Patricia TEHAMI, « Storytelling and Self-Management » : Les Frontières du vécu à la croisée des cultures dans le cadre d'un cours de Développement Personnel et Professionnel à EM Strasbourg Business School (Actes du 43e Congrès UPLEGESS, Strasbourg, 27-30 mai 2015, p. 201-208)
- Patricia TEHAMI. "Enhancing Students' Cross-cultural Understanding and Employability through Storytelling", Decision Line, Vol. 48, N°4, July 2017, pp. 7-9.
<http://www.decisionsciences.org/Publications/Decision-Line>

Assessment

Intermediate evaluation / continuous assessment 1 :

oral / individual / English / weighting : 20%

additional information : In class participation

This evaluation serves to measure LO1.3, LO2.3, LO4.2

Final assessment :

oral (5 min) / individual / English / weighting : 80%

additional information : Introduce yourself and your plans to develop your intercultural skills during your year abroad by using storytelling techniques

This evaluation serves to measure LO1.2, LO2.3, LO4.1, LO4.2

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.