

Organising institution

Università degli Studi di Padova
Dipartimento di Scienze Economiche e Aziendali "Marco Fanno" – DSEA
Prof. Diego Campagnolo

Partner Institutions

Guangzhou University, China

Course Title and Description

Virtual Summer Program in Intercultural Management

Globalization and the corresponding internationalization of firms mandate that entrepreneurs and managers learn how to analyse different countries and develop competences to conduct effective international relationships. In so doing, a thorough understanding of how national cultures affect organizations, behaviours and managerial processes is essential (inter-cultural or cross-cultural management).

This course is aimed at providing students with concepts and tools of the Intercultural Management practices first by studying what is national culture, its various dimensions and how it affects business, inter-organizational and inter-personal relationships, and second, by analysing and comparing real examples of different international experiences of companies that developed abroad either through greenfield investments, or through mergers and acquisitions or alliances.

Activities

The course will concentrate on the following topics:

- The meaning and dimensions of culture
- Managing Across Cultures
- Organizational Cultures and Diversity
- Cross-cultural Communication and Negotiation
- Strategies and Organizational Structures across cultures
- HRM across cultures: selection, development, motivation and leadership
- China: institutional, cultural and social aspects

Traditional lectures will be complemented by case studies discussions and virtual company visits aimed at providing practical applications of the tools and concepts discussed in class.

Period

03/05/2021 – 12/06/2021

ETCS credits

6 CFU

Course fee

N/A

Course Level

Master course level