<table>
<thead>
<tr>
<th>Department</th>
<th>Industrial Engineering</th>
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<tbody>
<tr>
<td>Course title</td>
<td>Intercultural Management</td>
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<tr>
<td>Hours per week</td>
<td>4</td>
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<tr>
<td>Number of ECTS credits</td>
<td>5</td>
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<tr>
<td>Semester</td>
<td>4 and higher</td>
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**Course objective**
This seminar is designed to provide the basics to improve cross-cultural communication & management and learn how to handle difficult situations in an international environment. The explosive growth in international business and trade has created a highly interrelated and interdependent world in which people from various nations and cultures must work together. Individuals, team members and managers working in such an environment must be knowledgeable about culture and cultural differences. This program covers the basic theoretical findings and practical applications of these findings. It enables the participants to apply this basic knowledge in a multicultural and multinational business environment.

**Prerequisites**

**Recommended reading**

**Teaching methods**
This seminar uses a variety of methods to ensure effective learning in a practical context: lectures given by the instructor, group interaction and “cultural incidents”. It allows maximum student interaction, during class by use of many exercises as well as mini case studies done in groups. Participation to the class is a critical element of the learning process.

**Assessment methods**
Coursework (50%) and class participation (50%)

**Language of instruction**
English

**Name of lecturer**
Mr Steve Fisher

**Email**
S.J.Fisher@plymouth.ac.uk

**Link**

**Course content**
- Introduction to culture & cultural differences
- Understanding cultures
- Culture & communication
- Culture & Management