

SYLLABUS DE COURS

Année d'étude - parcours	L3 Science de Management
Intitulé du cours	International Management
Numéro de l'UE	
Volume horaire (en heures maquettes)	17h
Objectifs et compétences développées	To give the student with little or no background, a beginning working knowledge of international management.
Contenu et moyens pédagogiques	<p>Content: Cross-cultural frameworks:</p> <ul style="list-style-type: none"> - Hofstede - Trompenaars - Hall - Schwartz etc. - Lewis, etc. <p>Mind molders, culture shock, the cultural window etc. Why do they do things differently from us?</p> <ul style="list-style-type: none"> - Doing business, meetings - Communication styles - Management hierarchies, etc. <p>Pedagogical Approach: Lectures, class discussion & case studies</p>
Pré-requis	None
Modalités d'évaluation	Final Exam
Références bibliographiques	<ul style="list-style-type: none"> - International Business (6th Edition). AM Rugman & S Collinson 2012 - International Business (3rd edition) S Wall et al. 2010 - International Management (3rd edition). R Mead 2005 - Understanding cross-cultural Management. MJ Browaeys & R Price 2011 - Exploring Culture. Hofstede et al. 2002 - Cross-cultural Management. NJ Holden - Cross-cultural Management. DC Thomas 2020 - Managing Across Cultures. SC Schneider & JL Barsoux