

**COURSE OUTLINE 2023-2024****1. Information about the program**

<b>1.1</b> Higher education institution	<b>“Alexandru Ioan Cuza” University of Iași</b>
<b>1.2</b> Faculty	<b>Faculty of Economics and Business Administration</b>
<b>1.3</b> Department	<b>Management, Marketing and Business Administration</b>
<b>1.4</b> Field of study	<b>Management</b>
<b>1.5</b> Cycle of study	<b>master</b>
<b>1.6</b> Study program / Qualification	Strategic Human Resource Management in Europe

**2. Information about the course**

<b>2.1</b> Course title		<b>Intercultural and Diversity Management</b>					
<b>2.2</b> Course coordinator		Professor Adriana Zait, PhD					
<b>2.3</b> Seminar coordinator		Professor Adriana Zait, PhD					
<b>2.4</b> Year of study	<b>1</b>	<b>2.5</b> Semester	<b>2</b>	<b>2.6</b> Type of evaluation*	<b>E</b>	<b>2.7</b> Course status**	<b>C</b>

\* *MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED*; \*\* *C-compulsory/O-optional/E-elective*

**3. Estimated time allocation (hours per semester and teaching activities)**

<b>3.1</b> Number of hours per week	<b>2</b>	out of which: <b>3.2</b> course	<b>1</b>	<b>3.3</b> seminar / laboratory	<b>1</b>
<b>3.4</b> Total number of hours per semester	<b>28</b>	out of which: <b>3.5</b> course	<b>14</b>	<b>3.6</b> seminar / laboratory	<b>14</b>
Time allocation					h
Study based on course book, course materials, bibliography and other					<b>13</b>
Supplementary study in the library, on electronic platforms and on the field					<b>25</b>
Preparing seminars/laboratories, assignments, papers, portfolios and essays					<b>20</b>
Tutorship					<b>2</b>
Examination					<b>2</b>
Other activities .....					
<b>3.7</b> Total hours of individual study					<b>62</b>
<b>3.8</b> Total hours per semester					<b>90</b>
<b>3.9</b> Number of credits					<b>3</b>

**4. Prerequisites** (if applicable)

4.1 Referring to curriculum	<b>1st, 2nd and 3rd semester</b>
4.2 Referring to competences	<b>Not necessary</b>

**5. Conditions** (if applicable)

5.1 For the course	<b>Not necessary</b>
5.2 For the seminar / laboratory	<b>Not necessary</b>

**6. Specific competences accumulated**

<b>Professional competences</b>	C1 – Assessing intercultural environment C2 – Negotiation skills in intercultural teams C3 – Adapting the product/ the firm to an intercultural environment
<b>Transversal competences</b>	CT2 – Identifying roles and responsibilities within an intercultural team and applying relational techniques and efficient work techniques within the team

**7. Course objectives** (based on specific competencies accumulated)

<b>7.1 General objective</b>	The goal of the course is to help prepare students for business assignments outside of their native countries, to expose students to how to use the asset of intercultural team, including: development of cultural intelligence, facilitation of intercultural learning, fostering of the innovation transforming the company's product/service.
<b>7.2 Specific objectives</b>	After successfully finalizing this course, students will be able to: <ul style="list-style-type: none"><li>▪ Understand and use the basic notions of intercultural management</li><li>▪ Understand cultural intelligence</li><li>▪ Understand the role of intercultural environment for product development</li><li>▪ Understand and use intercultural teams</li></ul>

**8. Content**

<b>8.1</b>	<b>Course</b>	<b>Teaching methods</b>	<b>Observations</b> (time and bibliography)
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1.	Culture (meaning of culture, culture constructs, cultural self-awareness)	Interactive course, heuristic conversation, problem solving method	4 hours
2.	Cultural bias; cultural value dimensions (Globe, Hofstede, Trompenaars, etc.)	Interactive course, heuristic conversation, problem solving method	4 hours
3.	Intercultural communication and negotiation	Interactive course, heuristic conversation, problem solving method	6 hours

**Bibliography**

Thomas, David. C., Peterson, Mark. F. (2015), Cross-cultural management. Essential concepts, third edition, SAGE.

Optional: recent articles (2020-2023) on the subject, brought to course and uploaded on the Portal/ Teams/Moodle

8.2	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)
1-7.	Read and prepare to discuss the materials indicated at the previous seminar.	Interactive teaching methods, case study method, examples	14 hours

**Bibliography**

- Thomas, David. C., Peterson, Mark. F. (2015), Cross-cultural management. Essential concepts, third edition, SAGE.

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**9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program**

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (on-line, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Theoretical and applied knowledge	Exam	50
10.5 Seminar/ Laboratory	Applied / practical knowledge	Test (10%) + Participation (reading and discussing recommended materials) (40%) + Essays (50%)	50
10.6 Minimal performance standard			



Obtaining 5 points (out of 10) both for the evaluation along the semester (seminar) and for the final evaluation (exam), on proof of basic knowledge about culture layers, cultural dimensions, intercultural communication and negotiation

Date

Course coordinator

Seminar coordinator

25 September 2023

Professor Adriana ZAIT, Ph.D.

Professor Adriana ZAIT, Ph.D.

Date of approval in the departament

27 September 2023

Head of departament

Professor Andrei Neșțian, Ph.D.