

**DESCRIPTION:**

This course investigates the cultural issues that inevitably surround working within a foreign environment. The course will not be based so much on technical knowledge of your particular business, but rather on the intercultural knowledge that the intern stands to gain through this experience. In addition to Cultural Studies, we will also consider other diverse but related areas such as Organizational Theory, Human Resources and International Business. (3 credits).

Companies increasingly value any international experiences on a candidate's résumé. A worker with intercultural competence is more flexible, analytical, tolerant to change and open minded. Everything that a global company needs!

The internationalization of companies and the consequent globalization of the economy is an unquestionable fact. Business and economic activities are dominated by two fundamental elements: the opening of the markets, with a progressive elimination of physical and administrative barriers, and the intensive use of information and communication technologies. Managers and employees in general must be prepared to think globally, act locally and work digitally.

**PREREQUISITE:**

None.

**LANGUAGE OF PRESENTATION:**

English

**PROFESSOR:**

C. DUCH, PHD

**STUDENT OUTCOMES:**

By the end of the semester, students will be able to:

- contrast different behavior patterns within the working environment, taking as a reference Barcelona and the USA;
- recognize how your professional competences and skills have improved during your internship;
- relate the theoretical concepts studied in class with your working experience;
- describe and analyze cultural differences based on critical incidents;
- identify cultural differences when it comes to organizational structures;
- recognize how your professional competences and skills have improved during your internship;
- practice negotiation in cross cultural situations;
- incorporate your academic and labor experience abroad in your résumé in an outstanding way.

**LEARNING MEANS:**

- class debate on student's experiences;
- journal entries;
- case studies;
- written exercises;
- career services seminar;
- role play sessions for problem solving;
- simulation of cultural conflicts at the workplace based on intern's experiences;
- cv review and Job interview simulation.

**METHOD OF ASSESSMENT:**

- Class participation: 15%
- Journal: 15%
- Written assignments: 10%

**IES Barcelona – Syllabus**

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- Final Paper: 20%
- Final exam: 20%
- *Workplace supervisor evaluation*: 20%

CLASS PARTICIPATION: active participation during the course will be evaluated on the quality of the debate. Students are expected to read and prepare beforehand the materials designated for each session. It is important to consider that lack of attendance will affect negatively the evaluation of class participation.

JOURNAL: students will present a weekly journal entry at least 300 words long (week 2 to 10). This writing must be focused on the description and analysis of cultural aspects based on critical incidents.

WRITTEN ASSIGNMENTS: during the course there will be written exercises that the student will have to solve for the following class.

FINAL PAPER: it will consist of a description, analysis and commentary of the student's internship. It must include a scheme similar to the following:

1. Description of the company
2. Description of the sector to which it belongs.
3. Description of main departments.
4. Description of my job position.
5. Description of my main Task and skills
6. What have I learned from this internship?
7. Recommendations to improve.
8. Conclusion.

The format of the final paper will be a report minimum of 2500-3000 words, accompanied by a 20 minutes presentation in class.

FINAL EXAM: it will include the main theoretical concepts worked on during the course.

WORKPLACE SUPERVISOR: your workplace supervisor will evaluate several aspects like attendance, punctuality, interest and efficiency of the student. This evaluation is under criterion of the internship's tutor.

**COURSE CONTENT**

SESSION 1	Jan. 21, 2008	<p><b>Class content:</b> Course presentation, contents, systems of evaluation and class norms. Students and professor presentation. What to expect from this course. Reviewing my résumé. The job interview. The first days at my internship.</p> <p><b>Required readings:</b> : <i>How to avoid being the ugly American when doing business abroad.</i> Case study by Andrew Rosenbaum. Harvard Business School</p>
SESSION 2	Jan. 28, 2008	<p><b>Class content:</b> Cultural interpretations of the concept of <i>time</i>. Labour relations in Spain. Gender relations. Cultural interpretations of the concept of <i>personal space</i>.</p> <p><b>Required readings:</b> Adler, Nancy, J. (2002). How we manage time. In <i>International Dimensions of Organizational Behaviour</i>: 120-139. Cincinnati: South Western.</p>
SESSION 3	Feb. 4, 2008	<p><b>Class content:</b> Culture and Organizational Structures. Corporate Culture.</p> <p><b>Required readings:</b> Schneider, Susan C. &amp; Barsoux, Jean- Louis (2002). The Undertow of Culture. In <i>Managing Across Cultures</i>: 3-16. Harlow: Prentice Hall Europe</p> <p><b>Field Visit:</b> Business Consultants</p>
SESSION 4	Feb. 11, 2008	<p><b>Class content:</b> Cultural shock. Critical incidents. Differences between observation and judgement. Stereotypes</p> <p><b>Required readings:</b> Schneider, Susan C. &amp; Barsoux, Jean- Louis (2002). The meaning of culture. In <i>Managing Across Cultures</i>: 61-67. Harlow: Prentice Hall Europe</p>
SESSION 5	Feb. 18, 2008	<p><b>Class content:</b> What do we understand as culture? Different approaches. Intercultural Competence. How does culture affect business? Culture and Management. Culture and Human Resources.</p> <p><b>Required readings:</b> Schneider, Susan C. &amp; Barsoux, Jean- Louis (2002). Culture and organization. In <i>Managing Across Cultures</i>: 77-91. Harlow: Prentice Hall Europe</p>
SESSION 6	Feb. 25, 2008	<p><b>Class content:</b> Guest speaker: TBA. "Working in a US subsidiary in BCN".</p>
SESSION 7	Mar. 3, 2008	<p><b>Class content:</b> Individualism vs. Collectivism. Preparation for the field study scheduled for the next session.</p> <p><b>Required readings:</b> Kenneth, Wagner (1997). Individualism and Collectivism. In <i>Writing Across Culture</i>: Peter Lang Publishing. New York 1997</p>
SESSION 8	Mar. 10, 2008	<p><b>Class content:</b> <b>Field Study:</b> Trade Press Pinker Fashion <i>Working in a Fashion environment</i>.</p>
	SPRING BREAK	Spring Break. No class.
SESSION 9	Mar. 24, 2008	BANK HOLIDAY: NO CLASS

SESSION 10	Mar. 31, 2008	<p><b>Class content:</b> Why organizations go global? Dimensions of internationalization. Stakeholders. Local, multinational, international and global corporations. Excerpts from the documentary "Surplus" (Erik Gandini, 2003. Sweden)</p> <p><b>Required readings:</b> Trompenaar, Alfons, (1997). <i>Reconciling Cultural Dilemmas In riding the Waves of Culture.</i>: Mc Graw-Hill. New York 1997.</p>
SESSION 11	Apr. 7, 2008	<p><b>Class content:</b> Résumé update. Re-entry workshop: going back to the US. Final Project presentations.</p>
SESSION 12	Apr. 14, 2008	<p><b>Class content:</b> Coming back to Barcelona: Career services seminar. Final Project presentations.</p>
FINAL EXAM*	Apr. 23, 2008	<b>Final Exam</b>

**LIST OF SELF-GUIDED VISITS, FIELD STUDIES, CLASSES ON-SITE, GUEST SPEAKERS OR FILM VIEWINGS**

SESSION	DATE	ACTIVITY	DESCRIPTION
SESSION 3	Feb. 6, 2008	Field Study	Business Consultants
SESSION 6	Feb. 27, 2008	Guest Speaker	"Working in a US subsidiary in BCN".
SESSION 8	Mar. 12, 2008	Field Study	Trade Press Pinker Fashion

**REQUIRED READINGS**

Andrew Rosenbaum. (2000) *How to avoid being the ugly American when doing business abroad*. Case study by *Harvard Business School*.

Adler, Nancy, J. (2002). How we manage time. In *International Dimensions of Organizational Behaviour*: 120-139. Cincinnati: South Western.

Schneider, Susan C. & Barsoux, Jean- Louis (2002). The Undertow of Culture. In *Managing Across Cultures*: 3-16. Harlow: Prentice Hall Europe.

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Kenneth, Wagner (1997). Individualism and Collectivism. In *Writing Across Culture*: Peter Lang Publishing. New York .

Trompenaar, Alfons, (1997). *Reconciling Cultural Dilemmas In riding the Waves of Culture.*: Mc Graw-Hill. New York 1997.

**RECOMMENDED READINGS**

Wattley-Ames, H. (1992) *Spain is Different*. Yarmouth: Intercultural Press.

Wagner Kenneth. (1997) *Writing Across Culture*. Peter Lang Publishing. New York.