

SESSION 1 CULTURAL EXPOSURE & CULTURAL DIVERSITY AWARENESS

CROSS-CULTURAL MANAGEMENT

20/21

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Next week (I): Hofstede

The aim of this exercise is to reflect on our own cultural profile.

Follow this link and submit your completed questionnaire **before 8th February:**

<https://bit.ly/2YHmdHP>

Based on your answers to that questionnaire, you will receive an individualized report on your cultural profile before the practical session to be held on 11th February.

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Next week (II): BCIQ

The aim of this exercise is to reflect on our intercultural skills and abilities.

Follow this link and submit your completed questionnaire **before 8th February**:

<https://bit.ly/2MTN40D>

Based on your answers to that questionnaire, you will receive an individualized report on your Business Cultural Intelligence Quotient before the practical session to be held on 11th February.

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Session 1: Teaching objectives

- Objectives: To show students their level of exposure to the peoples of the rest of the world and to make them aware of the challenges and opportunities they face in multicultural contexts.

Development:

- First part: Analysis of students' cultural exposure.
- Second part: Cultural diversity awareness and its impact on international business.

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First part

- Where have you been? An exercise to assess your cultural exposure.
- Create 4 teams of 4 students each. Write down the total number and the names of all the countries you have visited.
- Each team must report which countries its members have visited.

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Karen	Tugrul	Hanna	Vincent	TEAM
Egypt	France	France	Andorra	Andorra
Ethiopia	Italy	Germany	Belgium	Azerbaijan
Nigeria	Spain	Spain	Czech Rep.	Belgium
France	Azerbaijan	Canada	Denmark	Canada
Germany	Georgia	El Salvador	France	Czech Rep.
Italy	Turkey	Honduras	Germany	Denmark
Spain		Mexico	Italy	El Salvador
United States		Puerto Rico	Luxemburg	Egypt
		United States	Netherlands	Ethiopia
			Poland	France
			Portugal	Georgia
			Slovakia	Germany
			Spain	Honduras
			United Kingdom	Italy
				Luxemburg
				Mexico
				Netherlands
				Poland
				Portugal
				Puerto Rico
				Slovakia
				Spain
				Turkey
				United Kingdom
				United States

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Questions for discussion

- Why is there such a high variability in the profiles?
- What are the implications of each profile for one's career?
- What would it take to get you to personally change your profile?
- What are the main criticisms of this indicator?

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Second part: Do cultural differences exist?

- Watch this conference on Dollar Street:
<https://bit.ly/2HA6Uv6>
- Does it make any sense to take the nation as the unit of analysis when speaking about cultural differences?
 - ▣ Effect of globalization on cultural differences.
 - ▣ Which elements are more prone to differ between countries: consumption, behaviour, reactions, communication, beliefs?

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Third part (20 minutes) – Some cultural differences

- Erin Meyer – “The secret to disagreeing with people from 20 different countries”– set two dimensions for charting cultural differences: (i) how emotionally expressive and (ii) how confrontational people in a culture tend to be.
 - To what extent are people expressive and emotional (raising their voices, touching each other, or laughing passionately when talking)?
 - To what extent do people confront each other directly (i.e. give a direct opinion and criticize other people openly as opposed to avoiding open disparagement and taking criticism personally)?
- Think of examples of situations that could cause people to misunderstand because of these differences.
- What can we do in such situations?

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Have you ever been to Russia?

- 1. Maykop
- 2. Barnaul
- 3. rp Vyezdnoe
- 4. Astrakhan
- 5. Balakovo
- 6. Balashov
- 7. Bryansk
- 8. Vladimir
- 9. Volgograd
- 10. Vologda
- 11. Voronezh
- 12. Vyborg
- 13. Khabarovsk
- 14. Dzerzhinsk
- 15. Ivanovo
- 16. Izhevsk
- 17. Irkutsk
- 18. Kaliningrad
- 19. Kaluga
- 20. Petrozavodsk
- 21. Kirov
- 22. Krasnoarmeysk
- 23. Krasnogorsk
- 24. Kurgan
- 25. Langepas
- 26. Lipetsk
- 27. Magnitogorsk
- 28. Makhachkala
- 29. Murmansk
- 30. Nizhny Novgorod
- 31. Nizhny Tagil
- 32. Novgorod
- 33. Novokuznetsk
- 34. Orenburg
- 35. Oryol
- 36. Perm
- 36. Petropavlovsk-Kamchatskiy
- 38. Saratov
- 39. Vladivostok
- 40. Pskov
- 41. Rybinsk
- 42. Saransk
- 43. St. Petersburg
- 44. Pyatigorsk
- 45. Severodvinsk
- 46. Novosibirsk
- 47. Smolensk
- 48. Sosnovy Bor
- 49. Stavropol
- 50. Tambov
- 51. Tver
- 52. Togliatti
- 53. Tomsk
- 54. Tula
- 55. Tyumen
- 56. Ulyanovsk
- 57. Yekaterinburg
- 58. Ust-Ilimsk
- 59. Cheboksary
- 60. Chelyabinsk
- 61. Rostov-on-Don
- 62. Yakutsk
- 63. Naginsk
- 64. Serpukhov
- 65. Chita

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