

Course Syllabus: MA in InterCultural Management (ICM)

1 Module content

Course	MA in InterCultural Management (ICM) - 1 st year
University, Faculty	University of Burgundy Europe, Languages and Communication Faculty
Module title	Culture and Area Studies
Lecturers	Thi Thao Hien Nguyen, Maija Hirvonen, Sandeep Bakshi, Will Noonan
Objectives	These seminars are designed to give students insights about geographical areas united by cultural bonds beyond national borders. The focus is notably put on professional cultures to provide basic notions about how to live and work in those areas, or conduct business with organisations based there. The seminars also aim to problematise national identities and stereotypes and to establish a deeper, more critical understanding of cultures and identities.
Number of hours	6h (2x3h) each semester
Semester	1 & 2
Number of students	Around 15

2 Evaluation

Evaluation methods	Validation based on attendance and active participation
Weighting	100%
Examination types	Not applicable

3 Teaching methods

Pedagogy	Seminar based on readings and discussion
Teaching activities	Presentations, group work, case studies, interactive activities, etc.

4 Outline of classes

Semester 1

East and Southeast Asia (Thi Thao Hien Nguyen) & Nordic countries (Maija Hirvonen)

Semester 2

India/Pakistan/Bangladesh (Sandeep Bakshi) & Australasia (Will Noonan)

5 References

East and Southeast Asia

- Irwin, H. (2020). *Communicating with Asia: Understanding people and customs*. Routledge.
- Kim, M.-S. (2010). Intercultural communication in Asia: current state and future prospects. *Asian Journal of Communication*, 20, 166 - 180. <https://doi.org/10.1080/01292981003693351>
- Yum, J. (1988). The impact of Confucianism on interpersonal relationships and communication patterns in East Asia. *Communication Monographs*, 55, 374-388. <https://doi.org/10.1080/03637758809376178>

Nordic countries

Byrkjeflot, H., Mjøset, L., Mordhorst, M., & Petersen, K. (Eds.). (2021). *The Making and Circulation of Nordic Models, Ideas and Images* (1st ed.). Routledge.
<https://doi.org/10.4324/9781003156925>

South Asia

Sugata Bose and Ayesha Jalal, (1998). *Modern South Asia: History, Culture, Political Economy*. Oxford: Oxford University Press (reprint Routledge 2022).

See in particular:

Introduction - South Asian History: An Introduction (pp. 1-11)

Chapter 17 - Nineteen Forty-seven: Memories and Meanings (pp. 190-200)

Chapter 20 - Decolonizing South Asian History (pp. 239-244)

Australasia

Holmes, J., & Marra, M. (2002). Having a laugh at work. *Journal of Pragmatics*, 34(12), 1683-1710. [https://doi.org/10.1016/S0378-2166\(02\)00032-2](https://doi.org/10.1016/S0378-2166(02)00032-2)