Course Syllabus: MA in InterCultural Management (ICM)

1 Module content

Course	MA in InterCultural Management (ICM) - 1st year
University, Faculty	University of Burgundy Europe, Languages and Communication Faculty
Module title	**Culture and Area Studies**
Lecturers	Nguyen Thi Thao Hien, Margueritta Abou Hanna, 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 & Southeast Asia (Nguyen Thi Thao Hien), Middle East (Margueritta Abou Hanna) & 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

Middle East

Kabasakal H & Dastmalchian A, (2001), Introduction to the special issue on leadership and culture in the middle east, Applied psychology: an international review, 2001, 50 (4), 479 – 488.

Khoury P, Kostiner P, (1990), Tribes and state formation in the ME; University of California press

Najm A. Najm. Arab Culture Dimensions in the International and Arab Models. American Journal of Business, Economics and Management. Vol. 3, No. 6, 2015, pp. 423-431.

Robertson C J, Al-Khatib J A, Al-Habib M & Lanoue D, (2001), Beliefs about work in

the middle east and the convergence versus divergence of values, Journal of World Business, 36(3), 223–244.

Yahiaoui D, Nakhle SF, Farndale (2021) E. Culture and performance appraisal in multinational enterprises: Implementing French headquarters' practices in Middle East and North Africa subsidiaries. Hum Resour Manage, 1–1

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



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