



SELF PROGRAM

2026/2027

Intercultural Mangement

Rita Saliba

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Course information

Number of credits: 6 credits

Contact hours: 30 hours

Hours taught per week: 3 hours

Teaching period: Fall Semester 2026

Course description

This course prepares students to navigate the human complexities of the global economy. By linking historical context with modern management frameworks, students will learn to communicate fluidly and lead effectively across cultural boundaries. It moves students from theoretical foundations to practical, real-world applications within international business environments.

Course outline

- Introduction to Culture, History of Global Trade, and Edgar Schein's Model.
- High vs. Low Context Communication and Cross-Cultural Decoding.

- Developing Cultural Awareness, Overcoming Bias, and Building Intercultural Competencies.
- Case Studies: Deep Dive into Global Corporate Failures and Successes.
- Types of Leadership, Management Styles, and Leading Multicultural Teams.

Prerequisites

None required. Necessary student attributes include open-mindedness, a love of cultures, and a strong passion for communication. Students must be willing to have their own cultural assumptions challenged constructively.

Course objectives

- **Navigate Between Cultures:** Identify and adapt to hidden cultural currents in international business settings.
- **Communicate Accordingly:** Adjust communication styles (direct vs. indirect, high vs. low context) to match diverse global audiences.
- **Deconstruct Organizations:** Use academic models to diagnose corporate environments and prevent cross-border friction.
- **Lead Globally:** Adapt management and leadership styles to inspire and guide diverse, multicultural teams.

Assessment

70% Final Exam | 30% Workshops

Attendance

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed; otherwise, no mark will be given. An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

Bibliography

- Meyer, E. (2014). *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*. PublicAffairs.
- Schein, E. H. (2010). *Organizational Culture and Leadership*. Jossey-Bass.
- Hofstede, G. (2011). *Cultures and Organizations: Software of the Mind*. McGraw-Hill