

# **Intercultural management**

## **About the lecturer:**

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## **Biography:**

Jean MASSELIN is an occupational psychologist by background, and a former HR Director in the electrical industry.

He has work experience in Europe and Asia-Pacific regions especially, part of it acquired during an expatriation in Singapore from 2009 until 2012.

The primary focus of his current work at Adventif is to guide individuals and teams in their development, including but not limited to intercultural settings. He also teaches leadership, intercultural management and change management at Strasbourg Management School.

## **The course:**

This course aims at providing students with some skills and insights on how to intervene in intercultural contexts.

While some country-specific content (typologies) will be given along the course, the main objective of this course is to provide students with categories of transferable questions and attitude which prove useful to untangle sensitive situations (Palo Alto model).

## **Learning outcomes:**

After completing this course the students should:

- Understand some pragmatic dimensions of human communication ;
- Know about some key psychological mechanisms which are not specific to intercultural contexts, but are more likely to arise in those settings (stereotypes, pro-endogroup biases,...)
  - know about some important dimensions that influence how groups from different cultures interact and perceive the world in general (Hofstede, Trompenaars)
  - Know about Palo Alto model of intervention and its use in such contexts.

## **Methodology**

Lectures, video material or exercises.

**The lecturer will evaluate the students as follows:**

- Attendance/participation : 20%
- Study cases and group presentations: 80%
- Final exam: none

**Participants will be asked to evaluate the course before getting their mark.**

**Bibliography :**

Required reading material:

*A global view on intercultural management : challenges in a globalized world, J. Rothlauf, De Gruyter, 2014.*

Other references :

- *How real is real, P. Watzlawick, Random house, New York, 1976.*
- *Riding the waves of culture, Fons Trompenaars & al., Nicholas Brealey Publishing, 1997.*