



UNIVERSITÀ
DI TRENTO



Jean Monnet
EUROPEAN CENTRE OF EXCELLENCE
UNIVERSITY OF TRENTO

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Course

Internationalisation and multiculturalism in business management at European and international level.

March 31 – May 29, 2020

Streamed Lectures via Zoom, University of Trento

The course discusses the influence of culture on management. It presents and discusses some of the main models for understanding cultural differences (Hofstede, Trompenaars, Globus, Hall, Lewis, Meyer) and their consequences for management. An assessment on how firms manage cultural differences closes the course.

31/03/2020 11:00 – 13:00

Streamed Lecture – 1: Presentation of the course in the new mode (prof. Trevisan and prof. Ralf Wagner)

Structure of the new course. Presentation of the SimBrand simulation.

03/04/2020 11:00 – 13:00

Streamed Lecture – 2: Details of the FMCG simulation (prof. Trevisan and prof. Ralf Wagner)

Decision making process in the FMCG simulation.

07/04/2020 12:00 - 15:00

Streamed Lecture – 3: Cross-cultural management (prof. Trevisan and prof. Ralf Wagner)

Introduction to the Cross-cultural management component

10/04/2020 11:30 - 12:30

Streamed Lecture – 4: Culture and business (prof. Trevisan and prof. Ralf Wagner)

The relationship between culture and business

14/04/2020 11:30 - 12:30

Streamed Lecture – 5: Culture and business (prof. Trevisan and prof. Ralf Wagner)

Definition and essence of culture

17/04/2020 11:00 - 12:30

Streamed Lecture – 6: Culture and behaviour (prof. Trevisan and prof. Ralf Wagner)

The components of culture and the reasons for its importance in the behaviour of people.

21/04/2020 10:30 - 12:30

Streamed Lecture – 7: R2 Simbrand. Models of culture

Overview of main models for understanding cultural differences

24/04/2020 10:30 - 12:30

Streamed Lecture – 8: Hofstede's model

Comparing cultures and identifying management problems through Hofstede's model.
Detailed discussion on Hofstede's model

28/04/2020 10:30 - 12:30

Streamed Lecture - 9 R3. Hofstede's model II

Detailed description of Hofstede's model (ct'd)

01/05/2020 10:30 - 12:30

Streamed Lecture - 10 Models for understanding cultural differences: Trompenaars'(prof. Trevisan and prof. Ralf Wagner)

Presentation of Trompenaars' model. Compare and contrast with Hofstede's

5/05/2020 10:30 - 12:30

Streamed Lecture - 11 Models for understanding cultural differences: the Globus project (prof. Trevisan and prof. Ralf Wagner)

The dimensions of culture in the Globe project. Characteristics that make leadership accepted and effective in different cultures.

08/05/2020 10:30 - 12:30

Streamed Lecture - 12 Models for understanding cultural differences (WP4 - prof. Aude Pommeret)

Students' presentations and discussion on the characteristics and use of the three quantitative-based models studied up to now.
Introduction to Hall's "model"

12/05/2020 19:00 - 21:00

Streamed Lecture - 13 Models for understanding cultural differences: Hall's dimensions (WP4 - prof. Aude Pommeret)

Factors that shape behaviour and understanding in different cultures according to E. Hall.
R.D. Lewis' three-cornered model

15/05/2020 10:30 - 12:30

Streamed Lecture - 14 Understanding cultural differences: behaviour focused models (WP4 - prof. Aude Pommeret)

Meyer's culture map

19/05/2020 10:30 - 12:30

Streamed Lecture - 15 Culture and business organisation (Visiting - prof. Carmen Santos)

How cultural differences shape organisations. Different approaches of companies to managing cultural differences.

22/05/2020 11:00 - 13:00

Streamed Lecture - 16 Cultural differences and (business) behaviour (Visiting - prof. Carmen Santos)

Presentations on Meyer Culture map.
Main contrasting culture-related attitudes in business behaviour

26/05/2020 10:30 - 12:30

Streamed Lecture - 17 Nonverbal communication (WP2 - prof. Ralf Wagner)

The various aspects of nonverbal communication and its importance

29/05/2020 10:30 - 12:30

Streamed Lecture - 18 Culture's evolution and change (WP4 - prof. Aude Pommeret)

Contatti

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