

Doing Business in a Global World

Seminar Instructor : Benoit Chalifoux, EMBA

E-mail: benoitchalifoux@gmail.com

Country : Canada

Language : English

Abstract

This course covers the challenge of interacting, managing and leading across cultural differences and national boundaries. Cultural differences are hard to understand because, although their consequences are obvious, it is not easy to analyze, describe or categorize them. Culture is actually highly complex. For future manager, being aware of the variety of issues and opportunities that arise when we take action outside our own culture is a key factor for success.

Course Description

The globalization of business has brought about a demand for leader and managers who are able to accomplish their objectives by working effectively outside the boundaries of nation, function, profession, and organization, and as well as their cultural and ethnic reference groups.

Course Objectives

- To consider the importance of intercultural communication;
- To learn to think across cultural differences;
- To be aware of issues and challenges involved in global business;
- Skills, expertise and work required toward personal and professional growth;
- Negotiation across different cultures;
- Emphasise on the opportunities of doing business with different cultures.

Course Outline

- Introduction to the global business environment and cross cultural management;
- Understanding cultural differences;
- Communication and negotiation across boundaries;
- Doing business in the Middle East, Latin America, Asia, Europe, Africa, and North America;
- Corporate Culture VS National culture;

- Business case studies: The international success of McDonald's Corporation, The «Starbucks» revolution, The failure of Wal-Mart in Germany, etc.

Teaching method

Lecturing by professor; Analysis of cross-cultural cases (incident and success story) ; Workshops, group debates and exchanges to favor further knowledge on the topic.

Resources to be used during seminar

POWERPOINT presentation, short video, lecture.

Indicative bibliography

Articles

Günter K. Stahl, *Building Cross-Cultural Leadership Competence: An Interview With Carlos Ghosn*, Academy of Management Learning & Education; Sep 2013, Vol. 12 Issue 3, p 494-502.

Hofstede, G. 1994. *The business of international business is culture*. International Business Review, 3(1): 1–14.

Søderberg, A.-M., & Holden, N. 2002. *Rethinking cross cultural management in a globalizing business world*. International Journal of Cross Cultural Management, 2(1): 103–121.

Video:

Embrace requisite variety by exploring the diversity of doing, Rick Altizer, TEDxFoggyBottom

<https://www.youtube.com/watch?v=M8Lg7VfKpVY>

Choice, happiness and spaghetti sauce, Malcolm Gladwell, TED2004

https://www.ted.com/talks/malcolm_gladwell_on_spaghetti_sauce

DEAN FOSTER: Doing Business in FRANCE

<http://www.youtube.com/watch?v=tXoGU09ZEzk&feature=related>

Working with the French !

<https://www.youtube.com/watch?v=iB84TnSbgMw&feature=related>

The Culture Map: The Future of Management

https://www.youtube.com/watch?v=qf1ZI-O_9tU

How to Lead a Successful Global Team

<https://www.youtube.com/watch?v=DgbU7pP5QRc>