

SYLLABUS

HR406E

Creating Intercultural Dialogue

ACADEMIC AREA :	MANAGEMENT AND STRATEGY
PROGRAMME :	MASTER IBNG / MASTER MCCLI / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	Charlotte COURTOIS
INSTRUCTOR(S) :	Charlotte COURTOIS
CONTACT HOURS :	15.0 hours
STUDY TIME :	null hours (Class preparation, homework and assessments)
CREDITS :	2.0 ECTS
AOL :	NO

PRE-REQUISITE MODULES :

None

MODULE DESCRIPTION :

This module introduces podcasting as a tool to foster intercultural skills within organizations.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Build and cultivate relationships to Connect people in multicultural & multisituational contexts #ConnectPeople

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

? Acquire intercultural skills applicable to the professional world ? Discover podcasts as a tool to implement, foster and promote interpersonal and intercultural exchange within the workplace ? Create from A to Z a podcast adapted to business goals ? Design specific diffusion strategies adapted to podcasting

TOPICS COVERED :

- Intercultural management and skills - What is a podcast - Business and brand podcasts - Podcast-specific communication - Steps to creating a podcast

RESEARCH-LED TEACHING :

This course is focused on the specific use of a tool (podcast) to develop intercultural skills within the workplace, research-led teaching is not highly relevant in this situation.

Part of the course is however based on my personal research on storytelling as a tool to promote cultural diversity management in organizations, which led to a 150-page final year research at the Universidad Pontificia Comillas in Madrid.

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

Sustainable development goals, corporate social responsibility, and diversity are all interconnected and mutually reinforcing. This course addresses cultural diversity, inclusion and management within organizations.

CSR NB HOURS :

15

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 03 - Good health and well-being
- 04 - Quality education
- 08 - Decent work and economic growth
- 10 - Reduced inequalities
- 16 - Peace, justice and strong institutions
- 17 - Partnership for the goals

TEACHING METHODS :

The course centers on the creation of podcast episodes. In each session, students will engage with intercultural management theories and podcast production in an interactive format. They will also be encouraged to participate actively by sharing a business-oriented podcast along with a brief analysis for class discussion.

The course takes a practical approach, providing students with innovative tools that are directly applicable in the workplace and add a unique, differentiating element to their professional skillset.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Continuous	Individual	Written in class	60%		All

Final	Group	Multimedia production	25%		All
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Continuous	Group	Multimedia production	15%		All
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Assessment 1 details:

Written assessment on the theory seen during the course, both on cross-cultural management and podcasting for business

Assessment 3 details:

In teams, the students will create a podcast, including its first episode, its visual identity and the full strategy. This assessment is to be handed in 2 weeks after the last class.

Assessment 5 details:

Group powerpoint presentation of the strategy proposed for the podcast

ACADEMIC INTEGRITY :

Academic misconduct encompasses various behaviors or actions that violate the principles of academic integrity, fairness, and honesty, thereby undermining the credibility of academic work, assessments, or research. Examples of academic misconduct include:

- Cheating
- Plagiarism
- Fabrication
- Gaining an unfair advantage
- Assisting others in committing academic misconduct, such as by utilizing generative AI
- Falsification of records or official documents
- Unauthorized access to restricted information or data
- Unauthorized or unethical use of generative AIS

Academic misconduct is a serious offense and can result in consequences such as module failure, research project failure, or even expulsion from the school. To prevent unintentional academic misconduct, it is essential to consult with your instructor to understand the specific rules and instructions pertaining to the use of AI in learning and assessment.

For more comprehensive information on academic integrity rules, principles, and disciplinary procedures, please refer to the Academic Integrity section of the Student Handbook.

BIBLIOGRAPHY :

- "Flatland", E. A. Abbott. Ebook [https://urls.fr/xwb_rh]
 "The Culture Map", E. Meyer, 2014 . Ebook [<https://urls.fr/gDfYqx>]
 "Cultures and organizations: Software of the mind", G. Hofstede, 2004.
 Ebook,1991 [https://urls.fr/oV6_wC]

Additional Reading

MODULE PLAN SESSIONS :

Plan Session 01 :

All sessions planned during one week.

- Introduction
 - The concept of cultural diversity
 - An international approach: race, ethnicity and cultural groups
- Intercultural skills > cultural data or how interculturality tends to be twisted and addressed as boxes instead of transverse skills
- Storytelling as a tool to promote intercultural dialogue in the workplace
 - The growing interest for podcasts both personal and professional – quick history and figures
 - Case study

Plan Session 02 :

- Media input
- Theory input
- Guided personal-experience exchange on what it means to interact with several cultures in everyday life as well as in the workplace.
- Brainstorming and pre-identification of the subjects to be approached in the podcast students will create

Plan Session 03 :

- Media Input
- Theory input

- The different steps of creating a podcast
- In teams: identify the company as well as the core issue that the podcast aims to address
- In teams: definition of goals, target, content, format, diffusion
- Short PPT presentations of their work

Plan Session 04 :

- Media Input
- Theory input
- In teams: Jingle and visual identity
- In teams: Creation of the structure of the episodes – choice of the subjects – choice of the guests – repartition within the teams of the roles
- Short PPT presentations of their work

Plan Session 05 :

- Assessment: Powerpoint presentation in teams of the strategy for the podcast
- Written in-class assessment

