

SYLLABUS

HR406E_0101_26

Creating Intercultural Dialogue

ACADEMIC AREA :	MANAGEMENT AND STRATEGY
PROGRAMME :	MASTER IBNG / MASTER MCCLI / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	Ms. Sofia SALINAS VIEIRA
INSTRUCTOR(S) :	Ms. Phuong Thao Quynh LE
CONTACT HOURS :	15.0 hours
STUDY TIME :	null hours (Class preparation, homework and assessments)
CREDITS :	2.0 ECTS
AOL :	YES

PRE-REQUISITE MODULES :

None

MODULE DESCRIPTION :

This module explores how contemporary media and digital platforms shape intercultural dialogue in a globalized business environment, with a focus on storytelling, representation, and ethical communication in organizations.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

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

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

After completing the module, students will be able to:

- 1- Explore how media and digital platforms influence intercultural dialogue and representation in global business contexts.
- 2- Analyze real-world media and digital product examples to identify cultural, ethical, and organizational implications.
- 3- Build a podcast brand from scratch that fosters intercultural dialogue through storytelling, research, and empathetic communication.
- 4- Define the podcast's business objectives and publication strategies within a global and multicultural context.
- 5- Collaborate effectively in diverse teams to research, plan, and produce meaningful intercultural content.

TOPICS COVERED :

- Intercultural dialogue in global organizations
- Media, storytelling, and cultural representation
- Ethical communication and empathy in media practices
- Podcast Branding, Strategy, and Business Positioning
- Collaborative media production in multicultural teams

RESEARCH-LED TEACHING :

This course is grounded in research from intercultural communication, organizational behavior, and media studies, with a focus on storytelling, representation, and ethical communication in global business contexts. These research perspectives are combined with my professional experience in branding, UX/UI design, and podcast creation, allowing students to apply research-informed concepts through practical, experiential learning.

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

This course addresses Corporate Social Responsibility through a focus on cultural diversity, inclusion, and ethical communication in organizations. By analyzing media narratives and producing a podcast centered on intercultural dialogue, students reflect on how organizations represent cultures, give voice to diverse perspectives, and communicate responsibly in a global context.

CSR NB HOURS :

15

SUSTAINABLE DEVELOPMENT GOALS COVERED :

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

TEACHING METHODS :

This course adopts an experiential and interactive learning approach, combining short conceptual inputs with hands-on activities and collaborative work.

Class sessions are structured as workshops, where students analyze contemporary media cases, engage in guided discussions, and apply intercultural communication concepts to real-world organizational contexts.

The teaching approach emphasizes learning by doing, collaboration in multicultural teams, and the practical application of intercultural dialogue principles relevant to global business environments.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Individual Final Exam in class	Individual	Written in class	60%		All
Report	Group	Multimedia production	25%	30 Minutes	All
Continuous	Group	Multimedia production	15%		All

Assessment 1 details:

Written assessment based on the concepts, case studies, and discussions covered during the course. The exam assesses students' ability to think critically, articulate informed arguments, connect theory with contemporary media examples, and reflect on intercultural dialogue in organizational and business contexts.

Assessment 2 details:

Throughout the classes and workshops, students work in groups to design and develop a podcast project focused on intercultural dialogue in a global business context.

The assessment evaluates the podcast's concept, storytelling, intercultural relevance, creativity, and strategic alignment with organizational objectives.

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 :

- Design Justice – Sasha Costanza-Chock (2020).

Examines how design and media practices can reinforce or challenge power structures, with a strong focus on inclusion, ethics, and social justice in communication and organizational contexts.

Ebook available online: <https://research-ebsco-com.rennes-sb.idm.oclc.org/linkprocessor/plink?id=baf7412e-23c4-3954-8302-f80fedb01218>

- Podcasting Management: How Audio Platforms Are Shaping Business Ideas – Dag Øivind Madsen & Kåre Slåtten(2025).

Explores how podcasting and audio platforms influence business ideas, management practices, and organizational communication. Administrative Sciences, ISSN 2076-3387, September 2025.

Available online via the Business Source Complete database (university library access).

- The Culture of Connectivity – José van Dijck.

Analyzes how social media platforms shape connectivity, culture, and communication, offering critical insights into representation, participation, and power in digital environments.

Ebook available online: https://api.pageplace.de/preview/DT0400.9780199970797_A23618926/preview-9780199970797_A23618926.pdf

Additional Reading

MODULE PLAN SESSIONS :

Plan Session 01 :

Session 1 — Foundations of Intercultural Communication & Media

Introduction to intercultural dialogue and why it matters in organizations and media

Culture, identity, representation, and communication across cultures

Media and digital platforms as cultural mediators shaping narratives

Plan Session 02 :

Session 2 — Storytelling, Media Analysis & Project Introduction

Storytelling as a managerial and communication skill in business contexts

Analysis of real-world media and digital case studies

Introduction of the group podcast project and assessment overview

Plan Session 03 :

Session 3 — Podcast Concept, Research & Preparation

Defining the podcast concept, audience, purpose, and positioning

Research methods and interview preparation for intercultural dialogue

Group work on podcast ideas and project development

Plan Session 04 :

Session 4 — Narrative Design, Strategy & Production

Designing podcast narratives and structuring meaningful stories

Aligning podcast content with business goals and communication strategy

Production workshop, recording basics, and peer feedback

Plan Session 05 :

Session 5 — Final Presentations & In-Class Assessment

Group podcast presentations and discussion of intercultural narratives

Individual written in-class assessment on key course concepts

Course wrap-up, feedback, and learning takeaways

