

Fiche de cours 2026-2027

Bloc 1 Niveau CEC 6

Code Activité d'apprentissage ERA1011

Nom Activité d'apprentissage Cross Cultural Business Management (Fall)

Responsable(s)

Enseignant(s) Katrien BOSTYN

Crédits ECTS 3.0

Quadrimestre 1

Obligatoire Oui

Pondération 60.00

Catégories compétences

Prérequis N/A

Co-requis N/A

Est prérequis de N/A

Contexte Cette activité d'apprentissage fait partie de l'UE ERA101-Cross Cultural & Civic engagement (Fall) (5.0 crédits ECTS)

Code UE ERA101

Nom UE Cross Cultural & Civic engagement (Fall)

Crédits ECTS UE 5.0

Calcul moyenne UE Moyenne arithmétique

Report de note N/A

Langue Anglais

Compétences visées du référentiel

Acquis d'apprentissage Key Statement /Aims.

- intermédiaires et/ou spécifiques (Objectifs)**
- The purpose is to get acquainted with intercultural communication issues so as to make business communication more efficient.
 - Get some understanding of and learning about cultural differences and behaviours for better business relationships.
- By the end of the term, the students will be able to identify their own communication style and the communication style of others, understand the complexity of cross-cultural communication and come up with solutions for communication problems, use adequate verbal and non-verbal communication in a multicultural environment.

Learning Outcomes. At the end of the Module, the student must be able to:

- o Analyse your own communication style.
- o Analyse multicultural communication issues and detect what's going wrong.
- o Investigate such issues and propose solutions.
- o Develop your own communication skills to operate in appropriate multicultural business context.
- o Compare aspects of culture and show respect for the culture of the other.
- o Share your own cultural experience.

Contenu Indicative Contents. The course is subdivided into 6 major modules:

Module1. Unity and Diversity: defining yourself based on Hall dimensions etc

Module 2. Defining culture: culture and cultural groups, company culture and leadership styles

Module 3. Communication: obstacles to communication and intracultural communication

Module 4. Models for ICC: Meyer, Trompenaars and business cases, Hofstede and business cases, universalism vs relativism, diversity competence: TOPOI model for diversity competence (Hoffman)

Module 5. Culture and ethics

Module 6. Course conclusions and personal development.

Personal portfolio as a basis for the face to face exam.

Team Project resulting in a digital magazine about the Hofstede ICC model.

Méthode d'enseignement Teaching and Learning Methods:

- Learning modules presented and discussed in class.
- Group work and class discussions about topics and issues related to the chapter being presented.
- Online preparations, exercises and assignments in relation to the topic discussed in group.
- Regular online quizzes about the issues dealt with and discussed online/offline.
- The participation into the team project to experience multicultural communication situations.
- The publication of a web magazine
- Preparing a personal portfolio as a basis for the oral exam. In this portfolio the students apply the

Fiche de cours 2026-2027

- study material to their own life.
- 1.5 hour /week in class and 1.5 hour /week online +15 to 20 hours of online self-study activities.

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description
Parcours pédagogique sur Moodle	Cross Cultural Business Communication

Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description
Parcours pédagogique sur Moodle	Cross Cultural Business Communication

Modalités d'évaluation générales

%	Période	Nature
70	Evaluation permanente du premier quadrimestre	Ensemble de devoirs ou travaux
30	Evaluation de fin de premier quadrimestre	Epreuve écrite et/ou orale

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
Néant		

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Epreuve écrite et/ou orale

Commentaires concernant les évaluations The oral exam at the end of the term is based on a portfolio which the student has elaborated along the term. The portfolio is the personal application of the theoretical notions discussed in the classes. The students are assessed on their capability to put the theory into practice, to apply the theory to themselves, and to express reflexive thoughts on the different notions studied during classes.