

MULTICULTURAL GLOBAL BUSINESS MANAGEMENT

COURSE CODE	TOTAL SEMESTER		DISTRIBUTION				
	SCT	UD	CAT	TALL	LAB	PC	
	4	64					SEMESTER IN ENGLISH
SEMESTER	TIEMPO DE TRABAJO AUTÓNOMO SEMESTRAL					REQUIREMENTS	
	32H					ENGLISH LEVEL B2 OR HIGHER	
COURSE DESCRIPTION							
<p>This course provides the basis for understanding of different cultures in the world and the barriers as well as the variety of challenges that are presented to individuals working with multinational companies. Students find the reason why different cultures behave in a certain way. This is aimed to not only ease cultural adjustment but also generate sensitivity and appreciation of different cultures.</p>							
COMPETENCES ASSOCIATED WITH THE PROFILE							
LEARNING OUTCOMES							
<p>Not only do the students understand how to compare different cultures but also how business marketing strategies are done in entirely different ways in different cultures. Using these knowledges, they learn, how to excel when working for a global company, or adjusting in a different country, or managing teams across continents or achieving synergy from a multicultural team. In the end the course focuses on the aspect of multi-location, the challenges and the key skills needed to manage work across different locations.</p>							
KEY CONTENT							
TEACHIING AND EVALUATION METHOLOGIES							
<p>Highly interactive lectures, home assignments, case studies, group discussions, classroom demonstrations and practice sessions, presentations by students and projects.</p>							
BASIC BIBLIOGRAPHY							
<ol style="list-style-type: none"> 1. Chile: <ol style="list-style-type: none"> a) El Mercurio newspaper (Economía y Negocios section) http://diario.elmercurio.com/ b) Diario Financiero: https://www.df.cl/ c) Diario el Pulso: http://www.pulso.cl/ 2. Argentina: <ol style="list-style-type: none"> a) Diario La Nación: http://www.lanacion.com.ar/ b) Revista Target c) Revista Apertura: http://www.apertura.com/ 3. Brazil: <ol style="list-style-type: none"> a) Folha de Sao Paulo: http://www.folha.uol.com.br/ 							

- b) Veja Magazine: <http://veja.abril.com.br/>
 - c) Istoé: <http://www.istoedinheiro.com.br/>
4. México:
- a) Diario Reforma de México – negocios:
<http://www.negociosreforma.com/default.htm>
 - b) Kotler, P., Keller, K ; Marketing Management. 14th Edition. Prentice Hall 2012
 - c) Stanton, W.J.; Etzel, M.J; Walker B. : Fundamentals of Marketing. Mc Graw- Hill 2007.