









5.00 credits

30.0 h

Q2

Language :	English
Place of the course	Bruxelles Saint-Louis
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <ol style="list-style-type: none"> 1) To become familiar with the various constitutive elements that underpin a nation-specific culture 2) To reflect critically on the role that culture plays in shaping behaviors, norms and values 3) To understand the implications of cultural relativism and multiculturalism in a given society 4) To appreciate how cultural dimensions impact on the prevailing communication style
Evaluation methods	Two major assignments will determine the final grade: a 10 to 12 page (3000 words minimum) report and a final exam which will cover the material studied throughout the semester.
Teaching methods	<p>Ex-cathedra presentations and lectures followed by in-class exercises and discussions that are specifically geared to enhance interactivity.</p> <p>Attendance and active participation is highly recommended on account of the linear, step by step approach that the course relies upon and which is meant to help students complete their major assignment.</p> <p>Students who are unable to attend should find out what has been covered in class, need to refer to the textbook which serves as an unofficial plank for the entire course. Students are expected to read a chapter a week.</p>
Content	<p>The course allows students to become familiar with the notion of cultural dimensions and factors as conceptualized by major figures in the intercultural field such as Geert Hofstede, Edward T. Hall, Fons Trompenaars and Richard Lewis and how these in turn powerfully affect norms and values.</p> <p>This will help participants more fully appreciate how challenging it can be to deal with sensitive issues such as identity, stereotyping or assimilation vs. integration.</p>
Bibliography	<p>Cultures and Organizations : Software of the Mind de Geert Hofstede (McGraw Hill, troisième édition, 2010)</p> <p>Livre recommandé: Riding the Waves of Culture de Frans Trompenaars</p>
Other infos	Students are expected to take copious notes during the lectures.
Faculty or entity in charge	ESPB

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Information and Communication (French-English)	COAB1BA	5	BPOLS1114	
Bachelor in Information and Communication (French-Dutch-English)	COTB1BA	5	BPOLS1110	
Bachelor of Science in Business Engineering	BBEB1BA	5		
Bachelor in Sociology and Anthropology	SOCB1BA	5	BPOLS1110	
Bachelor in Sociology and Anthropology (French-English)	SOAB1BA	5	BPOLS1114	
Bachelor in Sociology and Anthropology (French-Dutch-English)	SOTB1BA	5	BPOLS1110	
Bachelor in Political Sciences	SPOB1BA	5	BPOLS1110	
Bachelor in Political Sciences (French-English)	SPAB1BA	5	BPOLS1114	
Bachelor in Information and Communication [Dual Bachelor's degree for the holder of a Bachelor in Political Sciences]	COMB1BA	5		