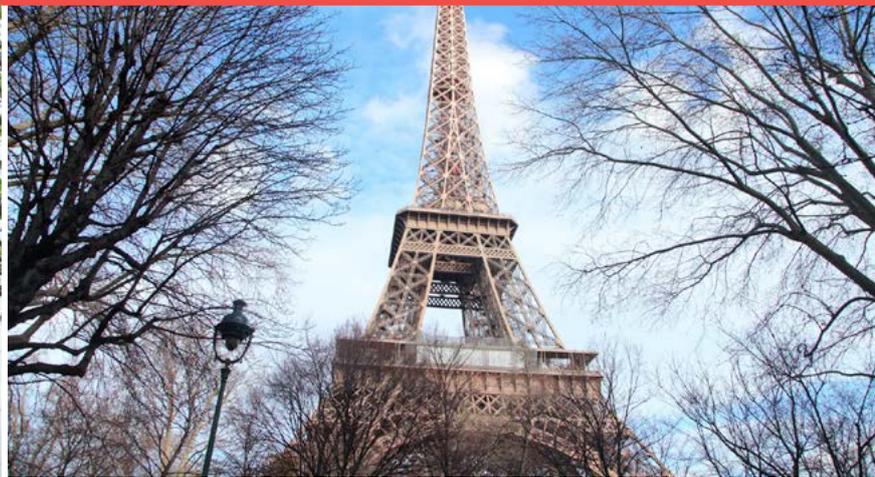


SKEMA BUSINESS SCHOOL

SUMMER SCHOOL MULTICULTURAL MANAGEMENT PARIS CAMPUS, 3-6 JULY 2017



ABOUT SKEMA

SCHOOL OF KNOWLEDGE ECONOMY AND MANAGEMENT

SKEMA is the fulfillment of an ambitious plan: to establish a school of leadership with a worldwide presence that will mould decision makers capable of understanding their environment, adapting to it, and creating lasting performance. The international faculty is specialised in teaching and research within the knowledge economy.

▶ A MULTI-CAMPUS CURRICULUM

The school has six campuses, both in France (Lille, Paris and Sophia Antipolis) and abroad (Suzhou in China, Raleigh in the USA and Belo Horizonte in Brazil).

▶ RICH EDUCATIONAL PROGRAMMES

SKEMA's learning programmes reflect the latest research into the challenges posed by the management of innovative and high-tech projects, the management of information, customer relations, globalisation and economic dynamics.

▶ ACCREDITATIONS AND INTERNATIONAL RECOGNITION

SKEMA is among the one percent of business schools worldwide with the triple accreditation EQUIS, AACSB and AMBA.

SKEMA's Master in Management and Master in finance programmes are placed 26th and 10th in the 2016 Financial Times worldwide rankings.

▶ KEY FIGURES

- ▶ 7,500 students
- ▶ 160 professors, 75% holding a PhD or a French doctorate
- ▶ 37,000 alumni worldwide



SUMMER SCHOOL

MULTICULTURAL MANAGEMENT MODULE

At a time when travel is becoming increasingly easy, effective cross-cultural knowledge, and skills and competence is essential to personal and professional success.

This course takes students through all the aspects necessary to develop intercultural competence. Through classroom learning and activities, and by encouraging them to become “cultural detectives”, the course provides cross-cultural knowledge, raises awareness and develops practical skills to help students develop an “intercultural toolbox” individually tailored for their future multicultural adventures.

While this course takes a “multicultural” approach, it will provide a comprehensive look at the host French culture to allow participants to better understand their immediate study environment.

COURSE OBJECTIVES

- ▶ Provide in-depth understanding of the notion of “culture”—both the ‘visible’ and ‘invisible’ elements that determine world views, preferences, behaviours and attitudes
- ▶ Raise participants’ awareness of the impact of culture on living, studying & professional transactions and environments
- ▶ Highlight the impact of cultural differences in international settings—potential reactions to different ways of doing and being, the potential for misunderstanding and miscommunication
- ▶ Enhance your multicultural skills & competence: development of a personal “intercultural tool box”

LEARNING OUTCOMES

By the end of this course, students will:

- ▶ Have developed a good understanding of the impact of cultural influences on their own and others’ attitudes, behaviours and preferences
- ▶ Be able to apply concepts of intercultural theory to hands-on situations
- ▶ Begin to develop an ability to think out of the box
- ▶ Have obtained the tools to become interculturally mindful and respectful
- ▶ Be able to more objectively analyse diverse points of view
- ▶ Understand the values, customs and attitudes of the French, and have gained knowledge of some of the major features and issues of contemporary France

TEACHING METHODS

Highly interactive learning-by-doing activities, group discussions and fun and practical fieldwork in Paris.

ASSESSMENT

- ▶ Throughout the course, students keep an intercultural journal, in which they record what they have learned, and begin to develop an individual action plan on how to improve and further develop their intercultural skills. This will become the basis for their “Intercultural Tool Box”.
- ▶ On the final day, students present their cultural detective work on a specific topic to the class.



Anke Middelmann
LECTURER,
MULTICULTURAL
MANAGEMENT
DIRECTOR



Anke Middelmann is a permanent assistant professor in intercultural management, marketing and communication. She is also director of the MSc International Human Resources & Performance Management in Paris and of the MSc International Marketing & Business Development in Lille.

Anke Middelmann holds a master in Intercultural Communication from the University of Bedfordshire in the UK, and a bachelor’s degree in European History from the University of Sussex, Brighton, UK. She also holds a coaching qualification from Coach U in the United States.

Prior to working for SKEMA Business School, Anke Middelmann worked as an editor for the European Commission in Brussels and Washington DC. As a multicultural consultant, trainer and coach, she works with multinational companies on in-, ex-, and repatriation issues, international and virtual teamworking, cultural competence development, and designing cultural strategies for employees in merger and acquisition situations. She works with major international companies, including AXA, Air Liquide, Vallourec, ADEO Services, Airbus Group, Rockwell Collins, Areva, Eurosport, Dassault Systèmes...

Expertise:

Development of students’ ability to recognise cultural differences, to discern between cultural, organisational and individual differences; to develop honed personal cultural competence skills; to act more effectively and objectively in international environments.

MULTICULTURAL MANAGEMENT MODULE

MONDAY 3 TO THURSDAY 6 JULY 2017 COURSE PROGRAMME

THIS SEMINAR IS WORTH 4 ECTS CREDITS - TEACHING HOURS: 24

DAY 1 – MONDAY, JULY 3 - 9:00am to 5:30pm

THE FUNDAMENTALS:

- ▶ Welcome and Introductions
- ▶ Cross-cultural Icebreaker
- ▶ An exploration of the fundamentals of culture: What is it? Where does it come from?
- ▶ My culture, their culture: looking at everyday habits and differences between one's own and other cultures

WHAT HAPPENS WHEN CULTURES MEET:

- ▶ An examination of some of immediate reactions, perceptions and assumptions
- ▶ The potential for cross-cultural misunderstanding: The intercultural "Stumbling Blocks"* that can make cross-cultural communication challenging
- ▶ Cultural world views: Why does not everyone see "culture" in the same way?

DAY 2 – TUESDAY, JULY 4 - 9:00am to 5:30pm

- ▶ Understanding cultural differences: looking at history, geography, philosophical and religious belief systems, and intercultural theory as a guide to deciphering mentalities, attitudes and behaviours
- ▶ Culture at Work: the impact of culture in professional and study environments.

DAY 3 – WEDNESDAY JULY 5 - 9:00am to 12:30pm (class time) and 1:30pm to 6:00pm (fieldwork in Paris)

- ▶ What makes the French so French? Class discussion and lecture
- ▶ Becoming a "French culture" detective: Investigating French values, attitudes and cultural preferences, and looking at present-day issues
- ▶ Cultural fieldwork in Paris
- ▶ Farewell dinner in the evening

DAY 4 – THURSDAY JULY 6 - 9:00am to 6pm

- ▶ Cultural detective fieldwork continued; finalising group presentations (results of fieldwork)
- ▶ Group presentations
- ▶ Debrief of cultural learning experiences of the week
- ▶ ASSESSMENT

* Barna, LaRay, "Stumbling Blocks in Intercultural Communication".

In: Bennett, M. J., *Basic Concepts in Intercultural Communication*, Intercultural Press, Yarmouth, Maine, USA 1996

LOCATION

Courses are taught on the SKEMA Paris campus in the modern Pôle Léonard de Vinci, La Défense, only 10 minutes' metro journey from the heart of the city.

REQUIREMENTS

- ▶ Students with at least one or two years' bachelor's studies are welcome to apply
- ▶ TOEFL IBT (86), TOEIC (750), IELTS (6.0) or equivalent

HOW TO APPLY

Apply online:

www.skema.edu/summer-school/registration

COURSE FEES

€1290, including lunch, coffee breaks for the four days of courses and a farewell dinner on the Wednesday evening.

Course fees do not include travelling expenses nor accommodation.

SKEMA reserves the right to close a group if there are fewer than a minimum number of students enrolled.

PRACTICAL INFORMATION, HOUSING & FOOD

Accommodation

SKEMA doesn't organise student accommodation for the summer school programme. However students can find information on our housing portal: <http://housing.skema.edu/> or contact: skemahousing@skema.edu.

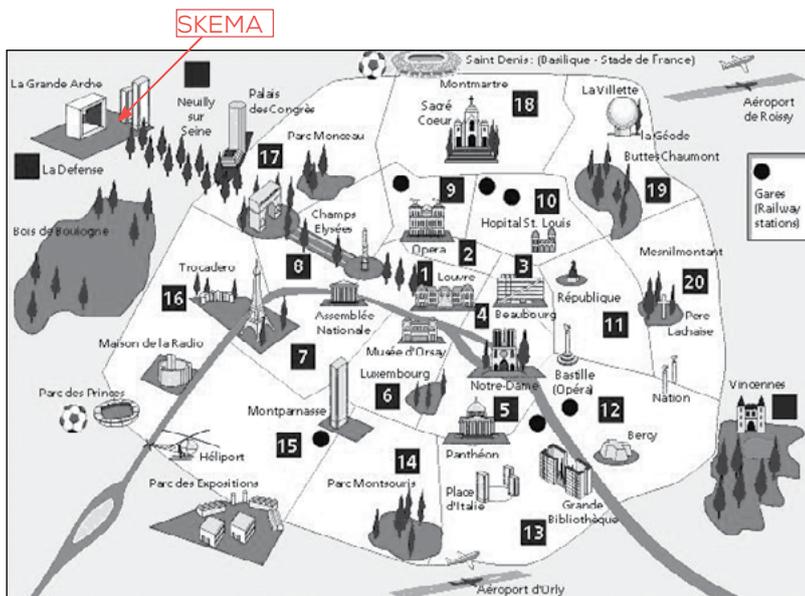
Students are responsible for organising their own lodgings as is also the case for lunch (when not included in a day of classes) and dinner; there are plenty of restaurants, bistros and snack bars in the vicinity of the business school.

Living costs: approximately €100 per day for accommodation, dinner and local transportation (RATP Navigo weekly transportation card: €20,40, or €13,70 for 10 tickets).

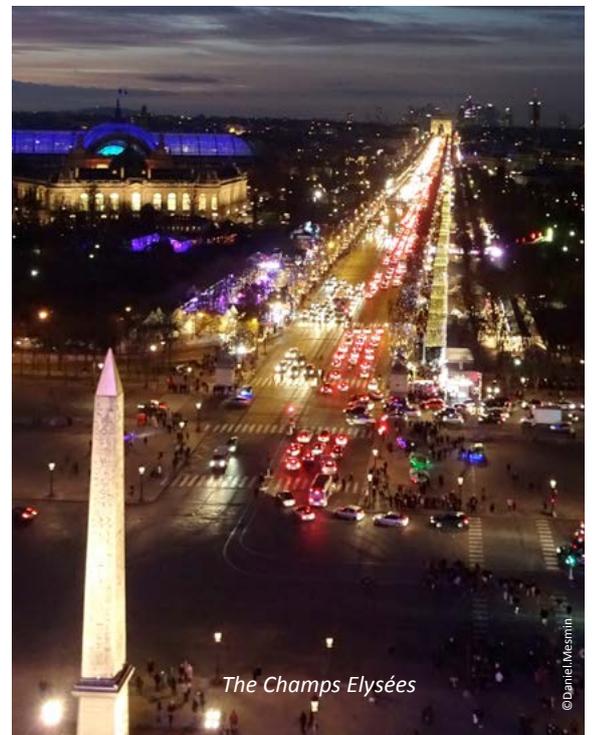
Other suggested accommodation and student support sites:

Campus France - <http://www.campusfrance.org/en/node/6549>

<http://www.parisyearabroad.com/student-accomodation-paris/>



PARIS LA DÉFENSE CAMPUS



The Champs Elysées

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