



**Syllabus of the educational discipline**  
*«Cross-cultural management»*

<b>Specialty</b>	<i>073 Management</i>
<b>Educational program</b>	<i>073.020 Management of innovation activity</i>
<b>Level of education</b>	<i>first (bachelor)</i>
<b>Discipline status</b>	<i>Selective</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>3 course, 6 semester</i>
<b>Number of credits ECTS</b>	<i>4</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 24 hours. Practical studies (seminars) – 24 hours. Laboratory studies – 0 hours. Independent training – 72 hours.</i>
<b>Form of final assessment</b>	<i>Pass</i>
<b>Department</b>	<i>Management and Business Department, 703 (library block), +38 057 702 01 46, <a href="http://www.kmib-hneu.com">www.kmib-hneu.com</a></i>
<b>Teacher (-s)</b>	<i>Blyznyuk Tetyana Pavlivna, Doctor of sciences (Economics), Associate Professor</i>
<b>Teacher's contacts</b>	<i>blyznyuk.tetyana@gmail.com</i>
<b>Days of the classes</b>	<i>according to the current class schedule</i>
<b>Consultations</b>	<i>according to the consultation schedule - offline; in Zoom - online; both individual and in group</i>
<p><b>The purpose</b> of the discipline is the formation of a cross-cultural approach to doing business in the current conditions of globalization in order to increase the effectiveness of managerial interaction of representatives of different national cultures.</p>	
<p><b>Prerequisites for learning</b> <i>Organization theory, World Economy and International Economic Relations, Management, Socio-economic history of Ukraine, Business Ethics</i></p>	
<p><b>Content of the educational discipline</b></p> <p><b>Content module 1. Conceptual approaches to cross-cultural management.</b></p> <p><b>Theme 1. Evolution and main concepts of cross-cultural management</b></p> <p><b>Theme 2. The role of the phenomenon of "culture" in management</b></p> <p><b>Theme 3. National culture in the conditions of globalization</b></p> <p><b>Content module 2. National business cultures: the practice of cultural interaction</b></p> <p><b>Theme 4. Classification of national culture</b></p> <p><b>Theme 4. Organizational culture of a multinational organization</b></p> <p><b>Theme 6. Motivation and leadership styles in different countries</b></p>	
<p><b>Material and technical support (software) of the discipline</b> <i>Laptop, Power Point MS Office, Multimedia Projector</i></p>	
<b>Course page on the Moodle platform (personal training system)</b>	<i>Course description, Working plan, Syllabus, Lectures (presentations), Practical (methodical recommendations), Seminars (List of questions), Homeworks; Tests, Additional learning materials. <a href="https://pns.hneu.edu.ua/course/view.php?id=5179">https://pns.hneu.edu.ua/course/view.php?id=5179</a></i>
<p><b>Recommended literature</b></p>	



**Main:**

1. Hofstede G. *Cultures and Organizations: Software for the Mind* / G. Hofstede, G. J. Hofstede, M. Minkov / Third edition, N.Y. : McGraw-Hill. – 2010. – 560 p.
2. Hofstede G. *Dimensionalizing Cultures: The Hofstede Model in Context. Online Readings in Psychology and Culture. Unit 2.* / G. Hofstede. [Electronic resource]. – Access mode: <http://lse2010.narod.ru/olderfiles/LSE2014pdf/LSE2014Hofstede.pdf>.
3. Trompenaars F. *Riding the Waves of Culture: Understanding Cultural Diversity in Business* / F. Trompenaars, Ch. Hampden-Turner. – NY : McGraw-Hill Trade, 1997. – 265 p.

**Additional:**

4. Blyznyuk T. *Features of formation cross-cultural management as an independent science* / T. Blyznyuk // *Collection of scientific articles «Development strategy of science and education».* (Namur, 30 March 2017) – Fidelite editions, Namur, Belgique, 2017. – P. 268–272.

**Assessment system of learning outcomes**

The total score of the discipline consists of class attendance, current control, final control (the maximum amount is 100 points, the minimum amount that taking as a pass of discipline – 60 points).

More detailed information on assessment is given in the technological card of the discipline.

**Accumulation of rating points in the discipline**

Types of training	Max points
Lectures	12
Practical studies (seminars)	12
Competence-oriented tasks	31
Express Tests	20
Final Written Test	25
<b>Max points</b>	<b>100</b>

**Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale**

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

**Discipline policies**

*Policy of academic integrity,  
Absenteeism policy.*

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline <http://repository.hneu.edu.ua/jspui/handle/123456789/22970>.