



Syllabus of the course «Intercultural management»

Specialty	B2 Design, D5 Marketing				
Study Programme	Digital marketing and design				
Study cycle (Bachelor, Master, PhD)	Second (master)				
Course status	elective				
Language	English				
Term	1 st academic year, 1 st semester				
ECTS credits	5				
Workload	Lectures – 20 hours. Practical studies – 20 hours. Self-study – 110 hours.				
Assessment system	Grading including Exam				
Department	Department of Creative Management and Design room 305 of the first building website: https://cmd.hneu.edu.ua/				
Teaching staff	Tetyana Pavlivna Blyznyuk, Doctor of Sciences in Economics, Professor				
Contacts	Blyznyuk T. P. tetyana.blyznyuk@hneu.net				
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule				
Consultations	At the Department of Creative Management and Design, offline, according to the schedule, individual, PNS chat.				
Learning objectives and skills: <i>is the formation of a cross-cultural approach to doing business in today's globalization in order to increase the effectiveness of managerial interaction of representatives of different national culture</i>					
Structural and logical scheme of the course <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">Prerequisites</th><th style="width: 50%; text-align: center;">Postrequisites</th></tr> </thead> <tbody> <tr> <td style="text-align: center;">-</td><td style="text-align: center;">-</td></tr> </tbody> </table>		Prerequisites	Postrequisites	-	-
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-	-				
Course content Content module 1. Conceptual approaches to intercultural management Theme 1. The phenomenon of "culture" in intercultural management Theme 2. Features of the interaction of different cultures Content module 2. National cultures: an intercultural approach Theme 3. Classification of national cultures Theme 4. National features of organizational culture Theme 5. National management styles					
Teaching environment (software) <i>Multimedia projector, S. Kuznets PNS, Corporate Zoom system</i>					
Assessment system Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system. Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.					



The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Education seekers may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program