

# Why do things happen? understanding the world from a cultural perspective

Field of study:  
Management



## Dates:

**Option 1:** 03 July 2023 - 07 July 2023

**Option 2:** 10 July 2023 - 14 July 2023

**Language of instruction:** English 🇬🇧

**Duration:** 1 week (30 hours)

**Cost:** 900€ (single payment)

**Campus:** ESIC University (Madrid)

**Aimed at:** National and international university students and recent graduates



## Learning objectives

- Grasp a clear understanding of the multiple ways in which organisations create both social and economic value in a world where the way of doing business is being challenged and redefined.
- Develop global management skills and cultural intelligence to face workplace challenges as well as understanding where and how to use them, such as having difficult conversations, and leading cross-cultural teams.
- Understand relevant concepts, including: ethics/morality, responsibility, digital rights, data governance, human-data interaction, and innovation.
- Apply professional critical judgement and reflexivity to moral problems with no clear solutions.



## Special requirements

(Visits to companies, institutions, others)

- Participating students are required to have read the following book prior to the start of the summer course:
- Hamid, M. (2017). Exit West: a novel. New York, Riverhead Books.



## Course content

### 1: Management across cultures: an introduction

- Cultural insights and management tools to develop multicultural capabilities for our future global leaders.

### 2: The role of managers in negotiating global partnerships: challenges and responsibilities

- Explore the functions and dynamics of high-performance leadership.

### 3: The impact of culture in organisational environments

- Learn about vision and engagement as two core activities of leaders.

### 4: Communicating across cultures

- Reflect on the relationship between effective leadership and performance in organisations.

### 5: Leading and managing global teams

- Explore strategies to manage the complexity inherent in leadership.

### 6: Managing ethical conflicts

- Learn about decision-making and connection as two core activities of leaders.



# COURSES CALENDAR

**MONDAY**

**TUESDAY**

**WEDNESDAY**

**THURSDAY**

**FRIDAY**

From 08:30h to 14:30h

- Welcoming session
- Introduction

- Conferences

- Classes
- Visits to companies and institutions

- Classes

- Closing ceremony
- Social event

- ESIC University summer courses will be credit bearing (3 ects/course)
- Each course can be completed in one week (July, 3rd-7th or July, 10th-14th)
- Interested students can be enrolled in two courses (one per week), having optional social programmes on the 9th and 10th.