

Study program : Hotel management and tourism
Type and level of studies: Doctoral academic studies
<b>Course unit:</b> Globalization and intercultural management
<b>Teacher in charge:</b> Ana M. Langović Milićević; Zlatko M. Langović
Language of instruction: Serbian and English
ECTS: 15
Prerequisites: No special prerequisites
Semester: I
<p><b>Course unit objective</b></p> <p>The main aim of the course is to show students what is the main driving force of globalization and regionalization in the global economy; analyze their impacts on organizations. Based on this acquired knowledge, it is possible to analyze how business globalization affects the creation of competitive advantage and defining the strategies of large business systems. Point out the need to study and understand intercultural management, because working in a multicultural environment requires analysis of business problems in a global business context. The study of intercultural management develops new skills in human resource management in global business systems. Point out that globalization is a phenomenon that changes not only the appearance of the world but also the view of the world, that globalization is also of a local character and that it affects everyday life. Increase students' understanding of intercultural competence. Realize that the role of culture today is a critical element for successful business on a global level</p>
<p><b>Learning outcomes of Course unit</b></p> <p>Acquiring the necessary theoretical and practical knowledge to understand that with globalization the increasing differentiation of cultural values stands out, to be aware that the first step of successful business cooperation is to be aware of the fact that when business activities are placed in a cultural context, they become more complex and complications grow exponentially. Upon successful completion of the lecture, students will be able to: • understand the main forces of globalization and its impact on human resources and business systems • be able to assess the impact of culture on business systems strategy and efficiency • analyze global business strategies of multinational companies. By mastering this course, the student will acquire high qualifications for scientific research work in this field.</p>
<p><b>Course unit contents</b></p> <p><i>Theoretical classes</i></p> <p>Globalization, Global strategy of business systems, management and culture: Phases and development; Intercultural management; How do cultural differences affect business systems?;</p> <p>Globalization and ethics and social responsibility, organizational behavior in different cultures;</p> <p>Globalization and organizational culture and national culture;</p> <p>Employee training for global business: Global selection; Training and development of Expatriate managers;</p> <p>Human resource development for global management; Global management team: Respect for culture and teamwork;</p> <p>Information systems and the process of globalization; Leading multicultural teams; Business communication - different cultures;</p> <p>Global Leaders and Culture, Global Leaders and Negotiation - Global Negotiation, Women and Global Business</p> <p><i>Practical teaching</i></p> <p>Exercises, case studies, presentations of independent research work of students , interactive sessions</p>
<p><b>Literature</b></p> <ul style="list-style-type: none"> <li>• Hill, C.W.L.: Global Business, second edition, McGraw-Hill Irwin, Boston, 2003.; Jacob N. Intercultural management: MBA Masterclass, Kogan Page, May, 2003.</li> <li>• Robert T. Moran, Philip R. Harris, Sarah Moran, <i>Managing cultural differences, Global Leadership Strategies for the 21st Century</i> ISBN-13: 978-0-7506-8247-3 ;</li> <li>• Fang, T. 2012. Yin Yang: A new perspective on culture. <i>Management and Organization Review</i>, 8(1): 25–50</li> <li>• Bird, A., &amp; Stevens, M. J. 2003. Toward an emergent global culture and the effects of globalization on obsolescing national cultures. <i>Journal of International Management</i>, 9(4): 395 – 407;</li> <li>• Roy J. Lewicki, Bruce Barry, David M. Saunders, John W. Minton: <i>Negotiation</i>, McGraw Hill, New York, 2003.</li> <li>• Adler N.: <i>International Dimensions of Organizational Behavior</i>, South-Western- Thomson Learning, Canada, 2002;</li> <li>• Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson: <i>Strategic Management: Competitiveness and</i></li> </ul>

Globalization, Concepts, 8th Edition ISBN-10: 0324581122.				
Number of active teaching hours				Other classes
Lectures: 3	Practice: 2	Other forms of classes:	Independent work:	
Teaching methods				
Lectures, practices, seminars, case studies				
Examination methods (maximum 100 points)				
Exam prerequisites	No. of points:	Final exam	No. of points:	
Student's activity during lectures		oral examination	30	
practical classes/tests		written examination		
Seminars/homework	70	.....		
Project				
Other				
Grading system				
Grade	No. of points		Description	
10	91-100		Excellent	
9	81-90		Exceptionally good	
8	71-80		Very good	
7	61-70		Good	
6	51-60		Passing	
5	....		Failing	

**(Table 5.2) Course unit description**