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FEDERAL STATE AUTONOMOUS EDUCATIONAL INSTITUTION OF HIGHER EDUCATION

"MOSCOW POLYTECHNIC UNIVERSITY" (MOSCOW POLYTECHNIC UNIVERSITY)

Faculty of Economics and Management

APPROVED BY
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«27» February 2025

OPERATIONAL PROGRAM OF THE DISCIPLINE Cross-Cultural Analysis in Professional Activity

Direction of training/specialty
42.04.01 Advertising and public relations Profile/specialization Innovative Marketing in Advertising
Qualification master

Forms of study
full-time

Moscow, 2025

Developer(s):

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1. Goals, objectives and planned results of training in the discipline

The purpose of mastering the discipline "Cross-Cultural Analysis in Professional Activity" is to study the main issues of the theory of statistics, macroeconomic and microeconomic statistics, the formation of skills for statistical calculations and the use of statistical analysis methods to train an economist who meets the requirements of professional standards and the Federal State Educational Standard in the direction 38.03.01 "Economics".

The main tasks of studying the discipline:

mastering the most important concepts and provisions of the general theory of statistics in the field of collecting primary statistical information, summarizing and grouping the obtained primary data and their subsequent processing by statistical analysis methods;

mastering the methodology of collecting, processing and statistical analysis of data necessary to solve the economic tasks;

getting an idea of the areas of application and the formation of skills for using the studied techniques in the practical activities of an employee of the financial service of the organization.

 study of the most important indicators of social statistics and the methodology of their calculation.

Training in the discipline "Cross-Cultural Analysis in Professional Activity" is aimed at the formation of the following competencies among students:

Code and name of competencies	Indicators of competence achievement
UC-5. Able to analyze and take into account the diversity of cultures in the process	IUC-5.1. Analyzes the most important ideological and value systems formed in the course of historical development, and substantiates the relevance of their use in social and professional interaction. IUC-5.2. Builds social and professional interaction taking into account the common and specific features of various cultures and religions, the characteristics of the main forms of scientific and religious consciousness, business and general culture of representatives of other nations and faiths, various social groups. IUC-5.3. Ensures the creation of a non-discriminatory environment of interaction in the performance of professional tasks, demonstrating an understanding of the characteristics of different cultures and nations.

2. The place of discipline in the structure of the educational program

The discipline belongs to the mandatory part of block B1 "Disciplines (modules)".

The study of the discipline is based on the following disciplines, practical training:

- no

The main provisions of the discipline should be used in the future when studying the following disciplines (practices):

- Finance, money circulation and credit;
- Industry economics;
- Risk assessment and analysis;
- Marketing research;
- Economic analysis
- Pre-graduate practice.

3. Structure and content of the discipline

The total labor intensity of the discipline is 4 credits (216 hours).

3.1 Types of educational work and labor intensity
3.1.1. part-time education

p/p	Type of educational work	Number of hours	Semesters	
			1	-
1.	Classroom classes	**28**	**28**	-
	including:			
1.1	Lectures	14	14	-
1.2	Seminars/practical classes	14	14	-
1.3	Laboratory classes	-	-	-
2.	Independent work	**116**	**116**	-
	including:			
2.1	Preparation for practical classes (study of lecture material)	50	50	-
2.2	Preparing for testing	33	33	-
2.3	Independent task solving	33	33	-
	Intermediate certification			
	test/ dif. test/ exam		**Экзамен**	-
	Total	**144**	**144**	-

3.2 Thematic plan for the study of the discipline (according to the forms of training)

3.2.1. part-time education

p/p	3.2.1. part-time education	Labor intensity, hour					
		Total	Classroom work				Independent work
			Lectures	practical classes	Laboratory classes	Practical training	
1.	Cross-cultural management: subject, history and methods	16	2	2	-	-	12
2.	Approaches to the classification of national business cultures. Parameters of cultural differences	16	2	2	-	-	12
3.	Culture and management of the organization. Nationally determined types of organizational cultures	16	2	2	-	-	12
4.	Features of Russian management and business culture	16	2	2	-	-	12
5.	Cross-cultural communication	16	2	2	-	-	12
6.	Features of business communication and etiquette in different cultures	16	1	1	-	-	12

7.	Overcoming cross-cultural conflicts in the management of an organization	16	1	1	-	-	12
8.	The effectiveness of intercultural negotiations: styles of organization and conduct	16	1	1	-	-	12
9.	Models and strategies of corporate culture Culture of joint activity in a multicultural environment	16	1	1	-	-	20
	Итого	**144**	**14**	**14**	**-**	**-**	**116**

3.3 Content of the discipline

Topic 1. Cross-cultural management: subject, history and methods

Goals and objectives of the course, its relationship with other academic disciplines. Cross-cultural management in the globalized world economy. Cross-cultural management as a branch of knowledge and a special type of activity. The subject of cross-cultural management. The history of cross-cultural management. Methodological principles of cross-cultural management. Research methods in cross-cultural management. The main difficulties encountered in the management of multicultural collectives.

Topic 2. Approaches to the classification of national business cultures. Parameters of cultural differences

Models of cross-cultural behavior in business and types of national business cultures. The principles of the evolutionary approach of T. Parsons and E. Shils. Business culture parameters: attitude to time, attitude to nature, interpersonal relations, attitude to information, attitude to power. The concept of national and cultural differences by G. Hofstede: collectivism and individualism, high and low power distances, masculinity and femininity, avoidance of uncertainty. Concepts of culture in organizational research F. Trompenaars, E. Hall, E. Shane, R. Lewis. The impact of the national business culture on the management of the company and people. Types of corporate cultures.

Topic 3. Culture and management of the organization. Nationally determined types of organizational cultures

The influence of culture on the strategy and structure of the company, models of organizational behavior, management and leadership. Approach F. Trompenaars and Hampden-Turner on the classification of models of organizational (managerial) cultures. Egalitarian and hierarchical, formal and informal, personality-oriented and result-oriented organizational cultures.

Topic 4. Features of Russian management and business culture

Russia in the system of world cultures. National peculiarities of the Russian business culture, factors determining it. The formation of business customs during the transition to market relations. Modern features of business communication characteristic of Russia. The Russian model of organization management. National mentality as a source of comparative advantages in the context of global competition.

Topic 5. Cross-cultural communication

Cross-cultural communications and the factors influencing them. Ethical aspects of intercultural communication. Ethnocentrism, xenophobia, stereotypes and prejudices. Cross-cultural shock and typical communication mistakes. Verbal and nonverbal communication, their relationship with culture. Improving the efficiency of communications.

Topic 6. Features of business communication and etiquette in different cultures

Business protocol and etiquette on a global scale. Features of conducting business negotiations in different cultures.

Topic 7. Overcoming cross-cultural conflicts in the management of an organization

The essence of cross-cultural conflicts and the causes of their occurrence. Features of conflicts arising in the activities of international corporations in Russia and Russian companies working with foreign partners. Methods of diagnostics and analysis of conflicts. The structure of the conflict: values, relationships, information, interests. Approaches to the resolution of cross-cultural conflicts. Improving the efficiency of external and internal business communications carried out in conditions of cross-cultural interaction. Development of cross-cultural competence skills.

Topic 8. The effectiveness of intercultural negotiations: styles of organization and conduct

Negotiations as a form of business communication. Negotiations as a universal and effective mechanism for conflict resolution. Geographical, national, confessional, regional cultural traditions that affect the effectiveness of the negotiation process. Mental differences of representatives of different types of business cultures as a factor of negotiations. Verbal and non-verbal forms of communication as the main elements of business negotiations.

Topic 9. Models and strategies of corporate culture. Culture of joint activity in a multicultural environment

Stereotypes and communication barriers in multicultural organizations. Executive behavior, leadership and decision-making styles
Strategies of behavior in multicultural organizations. Cross-cultural skills. Communication and partnership skills in a multicultural environment, openness, initiative.

3.4. Topics of seminars/practical and laboratory classes

3.4.1 Seminars/practical classes

Topic 1. Cross-cultural management: subject, history and methods

1. Goals and objectives of the course, its relationship with other academic disciplines. Cross-cultural management in the globalized world economy.
2. Cross-cultural management as a branch of knowledge and a special type of activity. The subject of cross-cultural management.

Topic 2. Approaches to the classification of national business cultures.

1. Parameters of cultural differences
2. Models of cross-cultural behavior in business and types of national business cultures. The principles of the evolutionary approach of T. Parsons and E. Shils.

3. Business culture parameters: attitude to time, attitude to nature, interpersonal relations, attitude to information, attitude to power.

Topic 3. Culture and management of the organization. Nationally determined types of organizational cultures

1. The influence of culture on the strategy and structure of the company, models of organizational behavior, management and leadership.
2. Approach F. Trompenaars and Hampden-Turner on the classification of models of organizational (managerial) cultures.

Topic 4. Features of Russian management and business culture

1. Russia in the system of world cultures.
2. National peculiarities of the Russian business culture, factors determining it.

Topic 5. Cross-cultural communication

1. Cross-cultural communications and the factors influencing them.
2. Ethical aspects of intercultural communication.

Topic 6. Features of business communication and etiquette in different cultures

1. Business protocol and etiquette on a global scale.
2. Features of conducting business negotiations in different cultures.

Topic 7. Overcoming cross-cultural conflicts in the management of an organization

1.The essence of cross-cultural conflicts and the causes of their occurrence.

2. Features of conflicts arising in the activities of international corporations in Russia and Russian companies working with foreign partners.

Topic 8. The effectiveness of intercultural negotiations: styles of organization and conduct

1. Negotiations as a form of business communication.
2. Negotiations as a universal and effective mechanism for conflict resolution. Geographical, national, confessional, regional cultural traditions that affect the effectiveness of the negotiation process.
3. Mental differences of representatives of different types of business cultures as a factor of negotiations.
4. Verbal and non-verbal forms of communication as the main elements of business negotiations.

Topic 9. Models and strategies of corporate culture. Culture of joint activity in a multicultural environment

1. Stereotypes and communication barriers in multicultural organizations.
2. Executive behavior, leadership and decision-making styles

.3.4.2. Laboratory classes

Laboratory classes in the discipline are not provided for in the curriculum.

3.5. Topics of course projects (term papers)

The course project (term paper) on the discipline is not provided for in the curriculum.

4 Educational, methodological and informational support

4.1 Regulatory documents and GOST standards

Normative documents and GOST standards are not used in the study of the discipline.

4.2 Basic literature

Main literature 1. Emikh N.A.Cultural paradigm of modern education: Philosophical and anthropological foundations [Electronic resource] / Emikh N.A. - M. : Logos, 2020. -

2. Babynina T.F. Methodology and methodology of psychological and pedagogical research [Electronic resource]: seminar and laboratory classes on the course. Textbook for students of the Faculty of preschool education / Babynina T.F.— Electron. text data.— Naberezhnye Chelny: Naberezhnye Chelny Institute of Socio-Pedagogical Technologies and Resources, 2019.— 100 p.— Access mode: http://www.iprbookshop.ru/29881 .

3. Algazina N.V. Preparation and defense of the final qualifying work of the master (master's thesis) [Electronic resource]: educational and methodological manual/ Algazina N.V., Prudovskaya O.Yu.- Electron. text data.— Omsk: Omsk State Institute of Service, 2022.— 103 p.— Access mode: http://www.iprbookshop.ru/32790 .

4. Pedagogical theories and systems: studies. The manual/ author-compiled by E.N.Seliverstova, L.I. Bogomolova, E.Y. Rogacheva; under the general editorship of E.N. Seliverstova, - Vladimir: VlSU, 2021. (VlSU Library)

4.3 Additional literature

Fundamentals of scientific work and methodology of dissertation research [Electronic resource]: monograph/ G.I. Andrev [et al.].— Electron. text data.— M.: Finance and Statistics, 2012.— 296 p.— Access mode: http://www.iprbookshop.ru/12439

Galaktionova L.V. Educational and methodological foundations of the preparation of the final qualifying work [Electronic resource]: textbook for students/ Galaktionova L.V., Rusanov A.M., Vasilchenko A.V.— Electron. text data.— Orenburg: Orenburg State University, EBS DIA, 2014.— 98 p.— Access mode: http://www.iprbookshop.ru/33662 .

4.4 Electronic educational resources

1. Electronic educational resources in this discipline are in the process of development.

4.5 Licensed and freely distributed software

1. Microsoft Office suite programs (Word, Excel, PowerPoint)

4.6 Modern professional databases and information reference systems

1. SPS "ConsultantPlus: Non-commercial Internet version". - URL: http://www.consultant.ru/online / (accessed: 02/16/2023). – Access mode: free.

5 Material and technical support

1. Lecture hall.
2. An audience for practical classes.
3. Computer class with Internet access.
4. An audience for group and individual consultations, ongoing monitoring and interim certification.
5. An audience for independent work.
6. Library, reading room.

6 Methodological recommendations

6.1 Methodological recommendations for the teacher on the organization of training

Methodological recommendations for the teacher on the organization of training

This section of this work program is intended for novice teachers and practitioners who do not have teaching experience.

The discipline Cross-Cultural Analysis in Professional Activity forms the competence of the students of the CC-1. In the conditions of designing educational systems based on the principles of the competence approach, there has been a conceptual change in the role of the teacher, who, along with the traditional role of the knowledge carrier, performs the function of the organizer of the student's research work, consultant in the procedures for selecting, processing and interpreting information necessary for practical action and further development, which must necessarily be taken into account when conducting lectures and practical classes in the discipline " Cross-Cultural Analysis in Professional Activity "

The teaching of theoretical (lecture) material on the discipline " Cross-Cultural Analysis in Professional Activity " is carried out on the basis of interdisciplinary integration and clear interdisciplinary connections within the framework of the educational program and curriculum.

The detailed content of individual topics of the discipline " Cross-Cultural Analysis in Professional Activity " is considered in paragraph 3.3 of the work program.

Approximate variants of tasks and test tasks for the current control and a list of questions for the exam in the discipline are presented as part of the FOS for the discipline in paragraph 7 of this work program.

The list of basic and additional literature, databases and information reference systems required in the course of teaching the discipline " Cross-Cultural Analysis in Professional Activity " is given in paragraph 4 of this work program.

6.2 Methodological guidelines for students on the development of the discipline

Obtaining in-depth knowledge of the discipline is achieved through the active independent work of students. It is advisable to use the allocated hours to get acquainted with the educational and scientific literature on the problems of the discipline, the analysis of scientific concepts.

Within the framework of the discipline, various forms of monitoring the level of achievement by students of the declared indicators of competence development are provided.
Forms of current control – the activity of work in practical classes, testing.
The form of intermediate control in the discipline is an exam, during which the level of achievement of the declared indicators of competence development by students is assessed.
Methodological guidelines for the development of the discipline.
Lectures are conducted in accordance with the content of this work program and are a presentation of the theoretical foundations of the discipline.
Attending lectures is mandatory.
Taking notes of the lecture material is allowed both in writing and by computer.
Regular repetition of lecture notes for each section in preparation for the current forms of certification in the discipline is one of the most important types of independent work of the student during the semester, necessary for high-quality preparation for intermediate certification in the discipline.
Conducting practical classes in the discipline "Cross-Cultural Analysis in Professional Activity" is carried out in the following forms:
– a survey based on materials reviewed at lectures and studied independently according to the recommended literature;
– analysis and discussion of issues on topics, problem solving.
Attendance of practical classes and active participation in them is mandatory.
Preparation for practical classes necessarily includes the study of lecture notes and recommended literature for an adequate understanding of the conditions and method of performing tasks planned by the teacher for a specific practical lesson.
Methodological guidelines for performing various forms of extracurricular independent work
The study of the main and additional literature on the discipline is carried out on a regular basis in the context of each topic to prepare for the intermediate certification in the discipline "Cross-Cultural Analysis in Professional Activity". The list of the main and additional literature on the discipline is given in paragraph 4 of this work program.
Methodological guidelines for preparation for intermediate certification
Intermediate certification in the discipline "Cross-Cultural Analysis in Professional Activity" takes place in the form of an exam. An approximate list of questions for the exam in the discipline "Cross-Cultural Analysis in Professional Activity" and the criteria for evaluating the student's response for the purpose of evaluating the achievement of the stated indicators of competence formation are given as part of the FOS for the discipline in paragraph 7 of this work program.
The student is allowed to intermediate certification in the discipline, regardless of the results of the current progress control.

7 Evaluation Funds Fund

7.1 Methods of monitoring and evaluating learning outcomes

Code and name of competencies	Indicators of competence achievement
UC-5. Capable able to carry out a critical analysis of problem situations based on a systematic approach, to develop a strategy of actions	IUC-5.1. Analyzes the problem situation as a system, performs its decomposition and determines the connections between its components. IUC-5.2. Builds social and professional interaction taking into account the common and specific features of various cultures and religions, the characteristics of the main forms of scientific and religious consciousness, business and general culture of representatives of other nations and faiths, various social groups.

7.2 Шкала и критерии оценивания результатов обучения

7.2.1. Criteria for evaluating the answer to the exam

(formation of competence of the UC-5, indicators of the IUC-5.1, IUC-5.2)

"5" (excellent): the student demonstrates excellent theoretical knowledge, practical skills, knows the terms, makes reasoned conclusions and generalizations, gives examples, shows fluency in monologue speech and the ability to quickly respond to clarifying questions.

"4" (good): the student demonstrates good theoretical knowledge, practical skills, knows the terms, makes reasoned conclusions and generalizations, gives examples, shows fluency in monologue speech, but at the same time makes insignificant mistakes that he quickly corrects independently or with minor correction by the teacher.

"3" (satisfactory): the student demonstrates satisfactory theoretical knowledge, shows poorly formed skills in analyzing phenomena and processes, insufficient ability to draw reasoned conclusions and give examples, shows insufficient fluency in monologue speech, terms, logic and consistency of presentation, makes mistakes that can be corrected only when corrected by a teacher.

"2" (unsatisfactory): the student demonstrates ignorance of the theoretical foundations of the subject, lack of practical skills, does not know how to draw reasoned conclusions and give examples, shows poor command of monologue speech, does not know the terms, shows a lack of logic and consistency of presentation, makes mistakes that cannot be corrected when corrected by the teacher, refuses to answer additional questions.

7.2.2. Criteria for evaluating the student's work in practical classes

(formation of competence of the UC-5, indicators of the IUC-5.1, IUC-5.2)

"5" (excellent): all the tasks provided for in the practical training plan were completed, the student answered all control questions clearly and without errors, actively worked in practical classes.

"4" (good): all the tasks provided for in the practical training plan were completed, the student answered all the control questions with the teacher's corrective remarks, worked quite actively in practical classes.

"3" (satisfactory): all tasks provided for in the practical training plan were completed with the teacher's comments; the student answered all control questions with comments.

"2" (unsatisfactory): the student did not complete or incorrectly completed the practical tasks provided for in the practical training plan; the student answered the control questions with errors or did not answer the control questions.

7.2.3. Criteria for evaluating test results

(formation of competence of the UC-5, indicators of the IUC-5.1, IUC-5.2)

The test is evaluated according to the percentage of correct answers given by the student to the test questions.

The standard scale of compliance of test results with the assigned score:

 "excellent" - over 85% of correct answers;

 "good" - from 70.1% to 85% correct answers;

 "satisfactory" - from 55.1% to 70% of correct answers;

from 0 to 55% of correct answers – "unsatisfactory"

"5" (excellent): the test taker demonstrates excellent theoretical knowledge, knows the terms and has the ability to quickly respond to test questions.

"4" (good): the test taker demonstrates good theoretical knowledge, knows most of the terms and has the ability to respond quickly to test questions.

"3" (satisfactory): the test taker demonstrates satisfactory theoretical knowledge, owns the basic terms and concepts.

"2" (unsatisfactory): the test taker has no theoretical knowledge, he does not know the terminology and reacts slowly to the test questions.

7.3 Evaluation tools

7.3.1. Current control

(formation of competence of the UC-5, indicators of the IUC-5.1, IUC-5.2)

Examples of tasks to solve in practical classes:

Tasks for mandatory execution:

Question No. 1. The management decision-making process in American organizations consists of the following stages: Type of response: Many of many

Answer options:

1. Diagnosis of the problem
2. Formulation of restrictions and criteria for decision-making
3. Identification of alternatives
4. Evaluation of alternatives
5. Choosing an alternative
6. planning

Question No. 2. By territorial origin and place of wide adaptation , the four main models of management of companies and personnel of these companies are the most common:

Answer options:

1. American, Japanese, European and Russian
2. American, Chinese, European and Russian
3. American, Japanese, European and German

4. French, Japanese, European and Russian

Question No. 3. The National Management model is the answer options:
1. the totality of managerial relations in a typical enterprise of a country
2. the discipline in which various national management models are considered, studied and compared
3. the totality of ideas, geographical, political, religious, mental features of a particular region of the world, country
4. the totality of ideas underlying the management of the organization

Question No. 4. Highlight several characteristics that define the characteristics of American workers:
Answer type: Many of many
Answer options:
1. 1) efficiency;
2. 2) organizational skills;
3. 3) mobility;
4. 4) equality.
5. 5) all are correct

Question №5 . _____ this is the activation of professional and communicative skills of employees, determined by the synergistic effect of intercultural interaction.
Answer options:
1. Motivation
2. Individualism
3. Family
4. Mobbing

Examples of test tasks:
Task 1. Imagine that you have just been hired by a small company engaged in cargo transportation. You have no work experience and want to demonstrate to the director your knowledge in the field of strategic planning. From the conversations of colleagues, you know that the director of the company considers strategic planning an insufficiently effective method of managing
small companies and prefers to act on the situation, relying mainly on intuition. You are determined to change his mind. Write a memo about the use of strategic planning in small companies
Task 2. Below are examples of corporate goals of three well-known companies.
Select strategic ones from them.
Which group do the other goals belong to? Briefly explain your opinion.
1.McDonald's
1.1. Achieve 100% customer satisfaction
2. Rubbrmaid
2.1. Increase annual sales from $1 billion to $2 billion in 5 years
2.2. Enter a new market every one and a half to two years.
2.3. Ensure that 30% of total sales are accounted for by products put into production over the past 5 years.
2.4. Ensuring the lowest costs with the highest product quality among all manufacturers in the industry.
2.5. Achieve an average annual growth rate of 15% in terms of sales volume, profit and income on shares.

3. McCormick & Company

3.1. Achieve a 20% level of income on shares.

3.2. Bring annual sales growth to 10%.

3.3. Maintain the average annual growth rate of income on shares at the level of 15%.

3.4. Maintain the indicator "debt to total capital" at the level of up to 40%.

3.5. Allocate 25-30% of net income for the payment of dividends.

3.6. Pursue a policy of acquiring other companies that could complement current activities and increase overall revenues.

3.7. Eliminate those areas of activity that do not or cannot bring the corresponding income or do not fit into the company's strategy.

Task 3: You were appointed head of the department where you worked as a young employee. Some people remember those times and address you by "you" and by name.

What you will do:

a) face to face, ask each of them to address you by "you" and by first name,

b) express this request at the first meeting,

c) keep this privilege for veterans, resolutely suppressing such familiarity for the rest.

Task 4: The essence _____ determinism consists in the fact that the production technology, the level of technological development determine the management system.

Answer options:

1. Scientific
2. American
3. Administrative
4. Technological

Task 5: The need to study comparative management is caused by the answer options:

1. the processes of globalization, increasing staff mobility, internationalization of business

2. the growing number of joint ventures, the demand for domestic specialists, the need to improve the professional level

3. integrative processes in the global economy, improving the quality of life of citizens, the desire of employees to self-actualize 4. the possibility of professional and official growth, the expansion of contacts, the interpenetration of national business cultures

Task 6: Make a program for monitoring the manifestation of cognitive activity of adolescents in the classroom. Prepare a report on the results of the observation. Complete the report on the results of the study.

Task 7: Prepare a questionnaire to identify significant values in the lives of teenagers (high school students, students). Conduct a survey. Analyze the results of the survey.

Task 8: Select a set of tests that allow you to determine emotional well-being (the level of development of communication abilities, research skills)

schoolchildren. Conduct testing. Prepare an information report on the results of the testing.

Task 9: Make a program and a plan for studying the experience of organizing a scientific society of students, a theater studio, a choral collective of one of the schools of the city.

Task 10: Prepare a project presentation on one of the proposed topics:

- "How to defend a master's thesis in pedagogy";

- "How to write a scientific article based on the results of a completed pedagogical research";
- "How to prepare for participation in a scientific conference";
- "How to write abstracts of the report".

Test 2

1. Finish sentence
1.1 Question, task, requiring resolution, research.arch.
1.2 Concise formulation of the research problem.
1.3 A process or phenomenon that generates a problematic situation.
1.4 A separate aspect of the object, the point of view from which the object is viewed -.
1.5 A scientific assumption put forward to explain any phenomena.
1.6 A way to solve the research problem.
1.7 Presentation of the results of the study.

7.3.2. Interim certification

(formation of competence of the UC-5, indicators of the IUC-5.1, IUC-5.2)

Exam questions

1. The concept of Cross-cultural management as a science. Model by G.Hofstede.
2. Primary value orientations . Characteristics of the business mentality of large geopolitical regions Russian business mentality according to the method of G.Hofstede
3. The main typologies of business cultures are the characteristics of E.Hall, T.Parsons and F.Trompenaars
4. The High/Low context of Edward Hall
5. Particularism/universalism of T. Parsons - F.Trompenaars Cross-cultural Strategies in Organization Management Models of corporate cultures by T.Dilu and A.Kennedy
6. Models of corporate cultures according to J.Sonnenfeld
7. Corporate cultures in KKM: typology of F.Trompenaars and Ch . Hampdenaterner
8. "Cultural shock" and strategies for overcoming intercultural conflict
9. Ways to overcome cross-cultural conflict
10. N. Holden's concept of cognitive management
11. The concepts of "culture" and "national character" in the modern theory of cross-cultural management
12. Factors influencing the formation of a national leadership style.
13. Motivation in cross-cultural management.
14. Communication in cross-cultural management.
15. Nonverbal communication in cross-cultural management
16. Barriers to the perception of foreign culture and cross-cultural adaptation.
17. Decision-making and group dynamics in cross-cultural management.
18. Leadership, status and structure of an organization in cross-cultural management.
19. Cross-cultural features of negotiating with foreign partners.
20. Cross-cultural characteristics, business environment and peculiarities of doing business in Canada.

21. Cross-cultural characteristics, business environment and peculiarities of doing business in France.
22. Cross-cultural characteristics, business environment and peculiarities of doing business in Spain.
23. Cross-cultural characteristics, business environment and peculiarities of doing business in Germany.
24. Cross-cultural characteristics, business environment and peculiarities of doing business in Japan.
25. Cross-cultural characteristics, business environment and peculiarities of doing business in India.
26. Cross-cultural characteristics, business environment and peculiarities of doing business in Latin America.
27. Cross-cultural characteristics, business environment and peculiarities of doing business in African
28. countries.
29. Cross-cultural characteristics, business environment and peculiarities of doing business in Arabic culture.
30. Russian business culture.