

MINOR CROSS CULTURAL BUSINESS SKILLS

If you are enrolled for this minor programme, you are obliged to follow and complete all parts.

If you have specific questions about the content of this programme, you should contact the responsible minor co-ordinator: Mr. Sander Schroevers, e-mail: s.schroevers@hva.nl

Minor Cross Cultural Business Skills			
Catalogue Number	Course Name	30 ECTS	Examination
6600INSU18	SuMo (International Survey)	6 ects	Obtaining respondents
6600COPR16	CP (book chapter published pocketbook and GooglePlay)	8 ects	Written country analysis
6600MTEX16	Mid-term exam*	5 ects	Written knowledge test
6600STA_16	Stream task (Databases, Photoshop, Book review)	4 ects	Individual activity to choose from several options or MT tasks
6600INTV16	IV & YT (Interview & YouTube)	2 ects	Multimedia products
6600FIEX16	Final exam**	5 ects	Written knowledge test

* *Instead of the Midterm-exam you may also join the AUAS PR **spring school** or AUAS **Emerging Markets autumn school** (depending on the semester), to respectively Tbilisi, Georgia (spring) or Cluj-Napoca, Romania (autumn). Amazing weeks with a superb social programme besides the learning.*

***The final exam is guaranteed to take place before the Christmas Break and/or the end of May.*

Brief Description

- Learn to communicate effectively in cross-cultural settings, or with culturally diverse partners.
- This course has been the highest evaluated (9,3) AUAS-elective, since seven semesters on a row, now.
- Lessons and clinics are only on TUE afternoon and evening + THU afternoon and evening.
- All work/exams finished before Christmas (fall-semester) or May-break (spring-semester).
- Main task: co-write a true published management-book, on your own name (with the class).
- Secondary task: get into contact with professionals abroad, through real-life assignments, worldwide.
- Do you wish to better understand the Dutch, or many other national cultures?
We invite you to attend our fun evening-lectures on as much as twenty-five countries.
- Additional lessons are around generic global skills, such as recruiting, corresponding, negotiating etc.
- During our coaching classes you will get clinics on writing a book chapter, shooting video interviews, how to find respondents, authorship issues, research skills, using databases, etc. etc.
- Our moto is little homework and small exams, on the other side we take informal learning quite serious.
Just as helping our students to develop global practical skills, but also making: 'school cool'.
- The course uses its own tailor-made textbook (TXTBK), course site and online depository.
- Plenty of classes / clinics are also available as online web-lecturers; 24/7.
- We organize several social events, open-lectures and parties to celebrate results.

Write a book

During this module all students will co-write (on their own names) a real management book in English (for sale, ISBN number etc.). Specific writing classes are scheduled to help you write in native English. There are also weekly fact-finding clinics to support your research. We also survey and interview professionals from around the world. All further information can be obtained from the site www.minorccbs.com, which offers a wealth of information, our own books, video's, podcasts, e-books as well as flyers in many different languages.

We warmly welcome exchange students and students from other Dutch institutes.

Admission Requirements

Open to students of all programs. There are no specific entry requirements for this programme.

Learning Goals

The student can:

- Describe principles of effective cross-cultural communication for 25 selected national cultures.
- Obtain applied research in the field of cross-cultural business communication.
- Match the impact of national cultures on a described management case.
- Be able to find professionals via databases, social networks or via third (professional business) parties.

Literature

TXTBK Cross Cultural Business Skills, by Sander Schroevers (Ed.), Paperback: 360 pages,
Publisher: CCBS press, ISBN: 978-90-79646-47-0, Price: € 35,00

This textbook is mandatory as syllabus and course reading material.

Via: StudyStore campus bookshop at AUAS Fraijlemaborg location,
or their online bookshop at: www.studystore.nl.



Other (free) sources are:

- Mandatory use of recommended AUAS databases.
- Selected CCBS web lectures available from www.hva.nl/webcolleges

Time Table

Workshops and coaching either on Monday, Tuesday or Thursday (depending on your team choice).

Although many 'Team Talks' are conducted through MS teams, or Zoom.

Plenary classes on Tuesday and Thursday afternoon, or evening (depending on your team choice).

Costs

Just a book, available from StudyStore campus bookshop at AUAS Fraijlemaborg location.

Location

[FRAIJLEMABORG](#): Fraijlemaborg 133

Study Programme Department

Commerciële Economie parttime

Additional information

<http://www.minorccbs.com/>