



ANNO ACCADEMICO 2025/2026

<i>Titolo dell'attività:</i>	Intercultural Management: Leading in a Global Context
<i>Tipo di attività:</i>	Seminar
<i>Docente referente:</i>	Silvia Macchia
<i>Posta elettronica:</i>	macchia@unica.it
<i>Numero di crediti:</i>	
<i>SSD:</i>	1
<i>Altri contatti di riferimento:</i>	SECS P/07
<i>Programma dell'attività:</i>	<p>The seminar will consist of a single 6-hour session, which will take place on Friday, 5 December 2025, from 9:00 to 13:00 and from 14:00 to 16:00.</p> <p>The seminar will be held by Dr. Nicola Marini who will address the challenges and opportunities of leading in multicultural and global contexts. The session will open with a general introduction to intercultural management and its importance in a globalized world. Students will explore different organizational contexts, such as multinationals, outsourcing, nearshoring and offshoring, reflecting on their advantages, disadvantages and recurring challenges. Through role-playing exercises, participants will simulate meetings among team members from different cultural backgrounds, experiencing first-hand the dynamics of communication and collaboration in diverse groups.</p> <p>The seminar will then examine how culture influences managerial and communication styles, with examples ranging from direct and indirect communication to the interpretation of gestures and behaviors across different countries.</p> <p>Practical case studies will illustrate how cultural clashes emerge in global projects, including real-life business examples. These will highlight both difficulties and strategies to effectively address intercultural challenges.</p> <p>The session will conclude with a discussion on how to develop intercultural sensitivity and an overview of conceptual tools and models such as Hofstede, Trompenaars and Lewis, which provide frameworks for analyzing and navigating cultural differences.</p> <p>The seminar and all related activities will be conducted entirely in English.</p>
<i>Prerequisiti:</i>	<p>Be enrolled in any Bachelor or Master's Degree Programme of the Department of Economic and Business Sciences.</p> <p>Hold an English language certification at a minimum level of B1.</p> <p>Important: the seminar is open to the first 30 students who register by sending an email to macchia@unica.it.</p>



<i>Obiettivi formativi:</i>	The seminar aims to equip students with a deeper understanding of intercultural management and its centrality in leading international organizations. Participants will develop awareness of how cultural backgrounds shape communication, decision-making and collaboration. By engaging in simulations, case studies and discussions, students will build practical skills to recognize cultural differences, manage diversity within teams, and apply theoretical models to real-world scenarios. The goal is to foster intercultural sensitivity and prepare future managers to navigate the complexities of a globalized business environment with competence and confidence.
<i>Numero massimo di studenti:</i>	30
<i>Testi e letture consigliate:</i>	
<i>Modalità di verifica finale:</i>	The seminar includes a final assessment, which will be evaluated by the lecturer, who will determine whether the student has understood and internalised the topics covered during the sessions. Detailed instructions regarding the assessment will be provided in class by the lecturers.
<i>Modalità e termini di iscrizione:</i>	Send and email to the address macchia@unica.it .