|  |  |
| --- | --- |
| Course title | **Intercultural Management** |
| Semester | Winter semester |
| Faculty / Department | Faculty of Business Studies |
| Professor | Professor Katarina Zakić, PhD |
| ECTS credits | 8 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | Culture and management, scientific and technological revolution and its impact on culture, modern trends of business; Successful communication, Intercultural aspects of the global game; Germany, Austria, Switzerland;France, Italy, Portugal, Spain, the United Kingdom, Ireland, the Netherlands, Finland, Denmark, Russia, Japan, China, Chinese-Japanese intercultural relations; Asian Pacific region, India, Arabic Middle East, the USA, Mexico, Israel, Key to successful cooperation. |
| Learning outcomes | Presentation of logical way of market development and new technologies where doing business outside your own country is becoming rather common way of expanding. Understanding cultural differences in global surrounding. Gaining knowledge for successful macroeconomic business activities. |
| Length | One semester. |
| General information | Ability to promptly recognize problems in the global working environment. By properly analyzing surrounding and their own companies, students will be able to achieve better competitive position in domestic and international market. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |