

# Eco-literacy and Intercultural Competence

**EM025M01B1**

## Program

**PGE**  
Visitants

## UE

Green Literacy

## Semester

B

## Discipline

Human resources

## Contact hours

**27** Hof which **12** is/are e-learning

## Number of spots

20

## Open to visitors

Yes

## Language



## Coordinator

Kevin MAC GABHANN



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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Kevin MAC GABHANN	<a href="mailto:Kevin.MacGabhann@em-strasbourg.eu">Kevin.MacGabhann@em-strasbourg.eu</a>	27 h

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## Pedagogical contribution of the course to the program

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

**LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.**

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

**LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.**

Students will analyze business organizations and problems in a multicultural and international environment

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## Description

The course integrates and focuses on Eco-literacy and Intercultural competence in the context of 21st C management and global citizenship.

The course's philosophy is founded on the concept that managers have to be able to cultivate intercultural competence skills to manage diversity in global business relationships with clients, employees, partners etc. But equally, if not more importantly, given the current climate crisis, to be able to better manage the most important relationship/stake-holder perhaps of all, MOTHER NATURE and the planet. Therefore, the student will learn about the integrated importance of intercultural competence and eco-responsibility (Eco-Literacy / Carbon Literate).

An integrated management approach is relevant in this context as management's imperative must be to strive to manage in an efficient and effective manner as possible the diverse relationships of not only the people who inhabit the planet, but also the planet itself.

This course aims to equip the students as they launch their professional career paths with an increased awareness of the importance of intercultural skills, knowledge and competencies to integrate the twin objectives of being effective managers in the workplace while being effective global citizens with regard to climate change

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## Teaching methods

### Face-to-face

- Lectures
- E-learning

### In group

- Exercises
- Oral presentations
- Projects

- Case studies/texts

## Interaction

- Discussions/debates

## Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 4) **analyze** how how culture impacts the behavior of managers through fundamental pillars of management such s planning, leading, controlling, organizing etc and understanding the cultural rationale as to why people behave differently in the workplace
  - - (level 4) **manage** Manage cultural differences in the different values systems wherever you encounter them, and managing the impact that culture has on top and bottom line strategy in international institutions.
  - - (level 5) **appraise** Appraise the climate impacts of mankind's everyday actions. Appraise, compare and assess the carbon costs and impacts of everyday activities and the have ability and motivation to reduce emissions, on an individual, community and organizational basis.
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### Affective domain

Upon completion of this course, students should be able to

- - (level 2) **communicate** better communicate effectively across cultures, and in different cultural contexts
  - - (level 2) **participate** Participate more effectively and efficiently in international contexts e.g. international teams, negotiations, meetings etc
  - - (level 2) **perform** Navigate through the impact of culture of critical management functions such as negotiations, managing teams, running meetings and leadership.
  - - (level 5) **act** Act on new knowledge by initiating pro-environmental behaviour change and demonstrating ideas and know-how to reduce emissions, on an individual, community and organizational basis.'
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## Outline

This pilot course set outs to foster intercultural competence and Eco-literacy (Ecoresponsibility/carbon literacy) for the trainee manager of the 21st Century. The course will follow a COIL methodology. That is to say it will follow a hybrid virtual exchange format for 12 hours online in collaboration with our students from our partner university Sheffield Hallam University and 15 hours physical in class attendance at EM Strasbourg Business

School with the EM Strasbourg based student cohort.

The course is a 27hour, HYBRID program for EM Strasbourg students. 12 hours online and 15 hours physically face to face in class.

The course combines online lectures, physical in class lectures, consisting of discussion, video cases, group work, presentations, and emphasizes a dynamic interactive approach encouraging student interaction.

There are 11 sessions to attend to complete this course. 6 on-line courses lasting 2 hours, and 5 face to face (Physical) courses lasting between 2-4 hours. (Total 27 contact hours 5 ECTS credits).

Class 1: Physical 11/01, 13h à 17h (on site) 4hrs at EM Strasbourg Business School  
Introduction to course, intercultural management & eco-literacy

Class 2: Physical 13/01, 13h à 17h (on site) 4hrs at EM Strasbourg Business School  
Intercultural competence A-Z

Class 3: On-line 18/01, 15h à 17h (online) 2hrs  
Introduction to SHBS & Cultural Awareness

Class 4: On-line 25/01, 15h à 17h (online) 2hrs  
The basic science of climate change

Class 5: On-line, 08/02, 15h à 17h (online) 2hrs  
Exploring carbon footprints

Class 6: On-line, 22/02, 15h à 17h (online) 2hrs  
The urgency of taking-action on climate change

Double class

- Class 7: Physical 01/03, 13h à 15h (on site) 2hrs EM Strasbourg Business School

- Class 8: On-line 01/03, 15h à 17h (online) 2hrs

The role of a university in delivering zero carbon

Double class

- Class 9: Physical 08/03, 13h à 15h (on site) 2hrs EM Strasbourg Business School

- Class 10: On-line 08/03, 15h à 17h (online) 2hrs

Carbon saving energy behaviours & taking-action

Class 11: Physical 22/03,14h à 17h (on site) 3hrs EM Strasbourg Business School

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## **No prerequisite has been provided**

### **Knowledge in / Key concepts to master**

English language, international experience and exchange, business/management acumen

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## **Teaching material**

### **Mandatory tools for the course**

- Computer

## Documents in all formats

- Newspaper articles
- Case studies/texts
- Worksheets
- Syllabus

## Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments

## Software

- Pack Office (Word, Excel, PowerPoint, Access)

## Additional electronic platforms

**No items in this list have been checked.**

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## **Recommended reading**

Main reading material

Meyer, E. (2014) *The Culture Map – Decoding How People Think, Lead, and Get Things Done Across Cultures*. New York, Public Affairs.

Mac Gabhann, K. (2015) *Bridging the Ethno-Cultural Gap: Managing Ethno-cultural Diversity in HealthCare Service Delivery in Hospital Settings: The Irish Experience*, Verlag Dr.Kovac, Hamburg, 2015 415 p.

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Additional literature

Mac Gabhann, K. (2011) *La prise en compte des différences ethnoculturelles des patients à l'hôpital : une étude exploratoire en contexte français*, In co-writing with T. Nobre, *Revue Interdisciplinaire sur le Management et l'Humanisme*, Vol. 305, Décembre 2011.

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## EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Mac Gabhann, K. (2012) *Managing Ethno-cultural Diversity in Health Care Service Delivery: An Exploratory Evaluation of the Irish Experience in the Voluntary Hospital Sector*. In cowriting with T. Nobre *Journal d'Economie M.dicale*, February 2011.

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## **Assessment**

## List of assessment methods

**Intermediate assessment / continuous assessment 1** Other (date, pop quiz, etc.) : All sessions

Oral / Individual / English / Weight : 20 %

**Details :** Attendance and participation

**Intermediate assessment / continuous assessment 2** Other (date, pop quiz, etc.) :

Written / Individual / English / Weight : 20 %

**Details :** Carbon saving energy behaviours & taking-action (Your study abroad)

**Intermediate assessment / continuous assessment 3** Class no. Due 11th March

Written and oral / Group / English / Weight : 30 %

**Details :** Cross-Cultural Team scale: oral & written paper.

**Intermediate assessment / continuous assessment 4** Class no. 8th March

Written and oral / Group / English / Weight : 30 %

**Details :** % Culture &/or Climate change: oral & written project.