

International soft skills essentials

EM1F5M47A1

Program

PGE
PGE 3A - International and European Business (IEB)

UE

International skills and competences

Semester

A

Discipline

Interpersonal development techniques

Contact hours

25 H

Number of spots

25

Open to visitors

Yes

Language



Coordinator

Hélène LANGINIER



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Patricia TEHAMI	patricia.tehami@em-strasbourg.eu	6 h
Delphine THEURELLE-STEIN	delphine.theurrelle-stein@em-strasbourg.eu	6 h
Hélène LANGINIER	helene.langinier@em-strasbourg.eu	13 h

Pedagogical contribution of the course to the program

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

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

Description

This class will help you to enhance your intercultural skills through self-reflection. You will practise using some essential storytelling techniques so as to better sell your insights and experience in compelling elevator pitches.

Teaching methods

Face-to-face

- Lectures
- Tutorials
- E-learning

In group

- Exercises
- Oral presentations

Interaction

- Discussions/debates
- Games (educational, role play, simulation)

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Identify** your strengths and weaknesses based on intercultural effectiveness dimensions
- - (level 1) **Outline** the outcome of your international experience in a dramatic, compelling way

- - (level 2) **Predict** conflict-generating intercultural situations
 - - (level 3) **Interpret** your interlocutor's behaviour according to his/her culture
 - - (level 5) **Develop** your intercultural effectiveness
 - - (level 6) **Assess** your level of intercultural sensitivity
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

The course is taught as 3 modules.

Module 1: Hélène Langinier

Develop your intercultural skills

In this module, students will learn to decipher cultural differences and will practise how to best showcase their intercultural skills in their future job applications.

Develop your multilingual skills

Module 2: Patricia Tehami

"Storytelling to Enhance your Cross-cultural Awareness and Employability"

In the module, students will utilize their intercultural knowledge and self-discovery ability in order to better communicate in a global working environment. To achieve this goal, they will:

1. Use a metaphorical approach to describe, analyse and interpret cultures,
2. Use stories to communicate on their overseas learning experiences and enhance their international employability.

As a result, students will be better able to:

1. Bridge the gap between their theoretical knowledge of intercultural interactions and their actual experiences of intercultural challenges.
2. Communicate in an individually distinctive manner in order to enjoy higher credibility as global thinkers and doers.

Module 3: Delphine Theurelle-Stein

"International personal branding"

In the module, students will improve their professional communication in a global environment. To achieve this goal, they will:

1. Elaborate an Elevator Pitch
 2. Improve their application files (Resume, Cover letter)
 3. Identify their soft skills and prepare their Success Story
 3. Prepare job interviews
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No prerequisite has been provided

Knowledge in / Key concepts to master

None

Teaching material

Mandatory tools for the course

- Computer
- Reference manuals

Documents in all formats

- Newspaper articles
- Case studies/texts

Moodle platform

- Upload of class documents
- Interface to submit coursework

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Bibliography

- Chatwin, Bruce. (1987). The Songlines. 1st ed. New York: Viking.
- Gannon, Martin J. (2004). Cultural Metaphors. Metaphorical Journeys through 28 Nations, Clusters of Nations, and Continents. 3rd ed. Thousand Oaks, Calif.: Sage Publications, 7.
- Gannon, M. J. (2011). Cultural Metaphors: Their Use in Management Practice as a Method for Understanding Cultures. Online Readings in Psychology and Culture. Retrieved from: <http://scholarworks.gvsu.edu/orpc/vol7/iss1/4>
- Hall, E. (1990). Understanding Cultural Differences. Yarmouth, ME: Intercultural Press.
- Hofstede, G. (2010). Cultures and Organizations: Software of the Mind. 3rd ed. New York: McGraw-Hill.
- La Fontaine, J. (1668). "The Funeral of the Lioness", Fables, Volume 2, Book 8, Fable 14 (1668) <http://www.musee-jean-de-la-fontaine.fr/jean-de-la-fontaine-fable-uk-197.html>
- La Fontaine, J. (1668). "The Cicada and the Ant", Fables, Volume 1, Book 1, Fable 1 in The Complete Fables of Jean de la Fontaine by Norman B. Spector, Northwestern University Press; 1st edition (June 1, 1988)
- Magnacca, Mark. (2009). So What?: How to Communicate What Really Matters to Your Audience'. New Jersey: Pearson Education Inc.

Additional literature

Further reading references are provided in course handouts.

EM Research: Be sure to mobilize at least one resource

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

- Codello, P. & Theurelle-Stein, D. (2020), Developing soft skills through social learning: A model implemented at a Canadian Business School, in Grasser, B., Loufrani-Fedida, S. and Oiry, E. (Eds), Managing competences: Research, Practice and Contemporary Issues, Taylor and Francis Group.
 - Dangel, Stéphane; Tehami, Patricia. (2015). "Storytelling and Self-Management : Les Frontières du vécu à la croisée des cultures", 43e Congrès UPLEGESS, Strasbourg, mai 2015
 - Langinier, Hélène; Froehlicher, Thomas (2018). "Context matters: Expatriates' adjustment and contact with host country nationals in Luxembourg", Thunderbird International Business Review, Vol. 60, N° 1, p. 105-119.
 - Tehami, Patricia. (2017). "Enhancing Students' Cross-cultural Understanding and Employability through Storytelling", Decision Line, Vol. 48, n° 4, p. 7-9
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Assessment

List of assessment methods

Intermediate assessment / continuous assessment Other (date, pop quiz, etc.) : During class

Oral (30 Min.) / Individual / English / Weight : 20 %

Details : Participation in class

This evaluation is used to measure L02.3

Final evaluation Other (date, pop quiz, etc.) :

Oral (5 Min.) / Individual / English / Weight : 80 %

Details : Five minutes self-introductory video highlighting your intercultural skills

This evaluation is used to measure L02.3