

iscte

BUSINESS
SCHOOL



WINTER SCHOOL LISBON 2023

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I - WHY LISBON WINTER SCHOOL?

The Winter School Lisbon at ISCTE Business School provides an excellent opportunity to expand and develop your skills whilst getting to know Portuguese History and Culture at the same time.

The programmes are challenging, interesting, of high academic and professional value and are taught by ISCTE Business School highly regarded faculty, supported by visiting professors from top-class universities and the global business community.

In addition to the excellent educational opportunities, you will have the opportunity to discover Portugal's Capital city, its countryside and get in touch with a language that is spoken across four continents.

We will do our best to offer you a wonderful experience.

Message from the Director of Winter School



"In the world we live, adopting a global perspective, particularly in the fields of Management and Business, has become an absolute necessity. ISCTE Business School wants to play an active role by offering programmes aimed at an international audience and by promoting the exchange of students and staff. We believe that this exchange contributes to the personal, cultural and professional enrichment of the ones involved, leads to a more capable university and also, through the increased mutual understanding, to a better world... to live in.

I wish you a fantastic winter school experience!"

António Robalo

II - ABOUT ISCTE BUSINESS SCHOOL

ISCTE Business School traces its origins back to the earlier department of management sciences, created in 1972. The school is recognized for its excellence in learning and research, international and multicultural environment, and the solid connection to the business world that it offers our exceptional graduates, leadership entrepreneurship and innovation.

IBS has approximately 181 teachers distributed throughout its six Departments: Accounting, Economics, Finance, Marketing, Operations and Management, Quantitative Methods for Management and Economics, and Human Resources and Organizational Behavior.

More than 3,500 students are currently enrolled in the 7 Undergraduate Programmes and 15 Masters Programmes and 4 PhD's offered by the school.

IBS is one of four schools that constitute University ISCTE-IUL, along with the School of Sociology and Public Policy, School of Social Sciences and Humanities and the School of Technology and Architecture.

III - COURSE: CROSS CULTURAL COMMUNICATION AND NEGOTIATION

III.I - SYLLABUS

Lecturers:

Prof. Álvaro Rosa

Position at ISCTE-IUL: Professor and Director of the MSc in International Management

Academic and research interests are all sort of soft skills for management, strategy and quality management.

E-Mail: alvaro.rosa@iscte.pt

Prof. Renato Pereira

Professor of General Management at Iscte Business School

His academic and research interests include Entrepreneurship, Innovation, and International Business

E-Mail: renato.pereira@iscte-iul.pt

Course Structure:

Course Title: CROSS CULTURAL COMMUNICATION AND NEGOTIATION
Department: Management
Target: Bachelor and Master students

Pre-requisites: None
Objectives: This programme is designed to introduce the participants to the management of cross-cultural differences and leadership in the globalized world by being effective in communication and negotiation. Therefore, this programme learning goals are: <ul style="list-style-type: none">• To understand key influences of culture in human behaviour, in the work place and at the individual relationship level, and also in international setting;• To enhance individual intercultural competence to efficiently interact – communicate and negotiate – with people from diverse cultural backgrounds;

- To develop critical thinking ability and problem-solving skills through experiential classes.

Programme:

1. Cultures and societies:
 - a) Culture and management
 - b) Cross cultural dimensions
 - c) Organizational culture and diversity
2. Cross-Cultural communication and negotiation
 - a) The process of communication
 - b) Relationships in face-to-face communication
 - c) Basic concepts and negotiation techniques
 - d) Negotiating a relationship. Finding common ground in cross-cultural settings
3. Development of cross-cultural competences:
 - a) Cross cultural competences: overview and process
 - b) Regional culture specificities

Assessment:

The evaluation is based on the following components and respective weights:

- Class participation and attendance 40%
- Written tests: 60%

Teaching Method:

The class format is interactive, with outdoor activities and role play. Students are expected to come to the class, to prepare and work out the assignments (i.e. case studies) and, in addition, do the required readings.

The active participation of students is much appreciated in order to create an exciting class environment. The sharing of own experiences, ideas, knowledge and thoughtful comments is the finest ingredient for an interesting learning experience.

Reading:

The students will be provided at the beginning of the Summer School with a **Course Reading Packet** consisting of articles, various texts and case studies.

References:

- Moran, R., P. Harris & S. Moran (2010) Managing Cultural Differences, Elsevier.
- Thompson, L. (2012). The mind and heart of the negotiator, Pearson.

III.II - PROVISIONAL SCHEDULE

Hour/Day	January						
	4 Wednesday	5 Thursday	6 Friday	7 Saturday	8 Sunday		
09:30 - 10:50	✈️ Lisbon City Holiday (Arrival Day)	Welcome Day + Welcome Lunch + Afternoon Activity	Classes	Weekend			
11:10 - 12:30			Classes				
13:30 - 14:50			Classes				
15:10 - 16:30			Classes				
Hour/Day	January						
	9 Monday	10 Tuesday	11 Wednesday	12 Thursday	13 Friday	14 Saturday	15 Sunday
09:30 - 10:50	Classes	Classes	Classes	Classes	Classes	Weekend	
11:10 - 12:30	Classes	Classes	Classes	Classes	Classes		
13:30 - 14:50	Classes	Classes	Classes	Classes	Classes		
15:10 - 16:30	Classes	Classes	Classes	Classes	Classes		
Hour/Day	January						
	16 Monday	17 Tuesday	18 Wednesday	19 Thursday	20 Friday	21 Saturday	
09:30 - 10:50	Classes	Classes	Classes	Classes	Classes	✈️ Departure	
11:10 - 12:30	Classes	Classes	Classes	Classes	Classes		
13:30 - 14:50	Classes	Classes	Classes	Classes	Classes		
15:10 - 16:30	Classes	Classes	Classes	Classes	Classes		
20:00 - 23:00					Farewell Dinner		

IV - APPLICATION AND FEES

IV.I - APPLICATION

1st Phase: Application through the [online form](#). This phase will end in October/early November.

2nd Phase: Formal registration in the university's platform [Fénix](#) and the course payment fee. This phase will start after the end of 1st phase.

The course has a limited number of places available, so it is advisable to apply as soon as possible.

After applying you will get an answer with the provisional acceptance.

Note: If the 1st phase is already closed, please send us an e-mail to short-terms.ibs@iscte-iul.pt requesting the *Application Guidebook*.

IV.I - FEES

	On campus
Students from Iscte partner universities	1 000€
Students from non-partner universities (outside Portugal)	1 150€

The programme fee includes:

- Tuition;
- Course materials;
- Use of the library, PC labs and Iscte facilities;
- Public transportation card in Lisbon;
- Welcome lunch and farewell session,
- Transcript of Records or Certificate of attendance (in case the student does not complete the course with success).

Leisure activities, such as visits to museums and trips outside Lisbon, are not included in this fee and are paid upon arrival in Lisbon.

IV.II.I - PAYMENT

The fee will be available in **Fénix**, after the student enrolls, during the **2nd phase**. The payment is done through credit card within the specified deadline.

A few days after the payment is done, the student will receive an acceptance letter confirming his participation at the programme.

IV.II.II - CANCELATION POLICY

In case of dropping out after the payment has been done, we apply the following policy:

- Cancellation until the beginning of the course - 200€ will be retained by Iscte
- Cancellation after the beginning of the course - no reimbursement

Any bank fees charged within the reimbursement will be borne by the student.

VI - CONTACTS

If you have any questions, please contact us:

Short-terms.ibs@iscte-iul.pt

Tel.: (+351) 210 464 257



Patrícia Pinheiro

Short-term Programmes Manager

ISCTE Business School is waiting for you!