ESCI upf.
School of International Business

Course Syllabus-International Dynamics and Cross-Cultural Negotiation:

Global Environment

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Course contact hours: 22.50 hours.
Recommended Credit: 3 ECTS.
Class schedule: 9:00 a.m. – 11:15 a.m.; 11:30 a.m. - 1:45 p.m.
Weeks: 1 week.
Course dates: 13 July 2026 – 17 July 2026.
Course Prerequisites: Not applicable.
Language Requirements: B2 in the European framework (equivalent in Cambridge certificate).

Course Description:
In an ever-evolving global context, the course dives into the complexity of globalization. It will explore in depth fundamental concepts such as multiculturalism, diversity, interculturalism and superdiversity, highlighting their dynamic evolution and their profound impact on the business fabric.

The focus lies in the identification of opportunities and challenges that arise in the international landscape. To achieve this objective, a comprehensive analysis of disparities between countries will be carried out, addressing crucial aspects such as political economy, country risks and diverse cultural and social heterogeneities. In these sessions, essential debates related to cultural construction, formal and informal institutions, economic development and regional integrations will be introduced.

The main objective of the course is to equip the student with the necessary tools to gain a solid understanding of the current challenges in the globalized environment. By the end of the program, you will have acquired a comprehensive and up-to-date perspective on the complexities of globalization, allowing you to effectively address emerging challenges and detect opportunities. This educational approach provides a solid and practical foundation for navigating the dynamic global business landscape.

Learning Objectives:
1. Gain a greater awareness of global interdependencies and understand the need to address complex global issues across national and disciplinary boundaries
2. Understand how formal and informal institutions affect business decisions
3. Interpret aspects of other cultures and intercultural spaces in relation to their own with greater sophistication and precision.

Course Workload:
The course workload will consist of engaging master classes that encourage active student participation, which might involve the reading of case studies, and articles to foster a comprehensive understanding of the subject matter.

Methods of Instruction:
The course will adopt the modality of master classes with an active approach to learning, promoting the active participation of students.

During the sessions, the deepening of theoretical concepts will be integrated with the review of current news and the analysis of case studies and articles to understand the practical applicability of the concepts in the contemporary context.

Method of Assessment:
The final grade will be determined by the weighted average of class participation and an online questionnaire on the concepts acquired in the subject.

1. Class Participation: 20%
2. Questionnaire: 40%
3. Class Activity/Final Project: 40%

Absence Policy:
Attending class is mandatory and will be monitored daily by professors. The impact of absences on the final grade is as follows:

Absences	**Penalization**
Up to one (1) absence	No penalization
Two (2) absences	1 point subtracted from final grade (on a 10 point scale).
Three (3) absences	The student receives an INCOMPLETE for the course

The BISS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case-by-case basis by the Academic Director of the UPF Summer School.

Classroom Norms:
- No food or drink is permitted.
- There will be a ten-minute break during the class.
- Students must come to class fully prepared.

Course Contents:

TOPIC 1: Globalization and its impact on the business environment
Definition of the concept of globalization through the analytical perspective of international trade, foreign direct investment and migration.
Case Study: Global leader. Become a global mind to handle international businesses.

TOPIC 2: The Concept of Culture and Ethnocentrism in Business
Analysis of the cultural dimensions model and its influence on ethnocentrism. Review of how these variables influence trading strategies.
Case Study: The not so Wonderful world of Euro Disney.

TOPIC 3: Challenges and Challenges of International Negotiation
Study of the challenges inherent to internationalization, breaking down factors such as country risk, language barriers and variations in business practices.
Case Study: International Negotiating video and recap.

TOPIC 4: Regional Integrations and Institutions
Understanding the dynamics and benefits of regional alliances, examining the role of institutions in the formation and regulation of these blocs and how they affect business decision-making.
Global Speaker: the Indian specialist.

TOPIC 5: Differences between national and organizational cultures
Exploration of the substantial differences between national and organizational cultures, for effective management of divergences and effective collaboration in multicultural environments.
Case Study: Period, end of sentence. The example of cultural impact in the globe.

Recommended bibliography:

Cantle, T. (2012). Interculturalism: The new era of cohesion and diversity. Springer.
Hill, C. (2016). International business: Competing in the global marketplace. McGraw Hill.
Livermore, D. (2013). Expand Your Borders. Michigan: Cultural Intelligence Center.