MGT 394: Managing Cultural Differences

This Spring 2018 semester course provides an in-depth view of how cultural differences impact a variety of work situations in communication, marketing and management settings. Students will examine cultural scales, spheres of influence, cultural intelligence and skills for managing cultural differences. Students will also develop topics for a research paper that applies these concepts to a problem in the area of their major.

Students will attend lectures/discussions at NKU during the first half of the semester, examining how culture impacts the work environment as well as strategies to manage cultural differences. Industry guest speakers (Kroger, Dunnhumby, P&G) will address how these differences impact the workplace. The second part of the course is a nine day study abroad in Ireland, where students will visit companies (Tesco, Coyne Research, the Irish National Stud Farm, Jameson, Waterford, and Maynooth University) to examine differences between policies in the US and in Ireland. Students also will have the opportunity to visit a variety of cultural sites as well as attend a lecture at the National University of Ireland and meet with Irish students from the university.

All students must be of junior or senior standing to participate.

Travel in Ireland dates: March 2–11, 2018
Application Deadline: November 17, 2017
NKU Study Abroad Scholarships Available