



## MSc Cross-Cultural Marketing & Negotiation programme 2011/2012\*

Code	Module & Courses	Credits	Lectures (hrs)
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First semester (29 August - 17 December 2011 )			
51CCIS	Induction Seminar (core)	2	21
	Marketing refresher course		15
	Cross-cultural induction games		6
51CCIB	International Business Environment (core)	6	51
51CCIBKDY	Key dynamics of international trade	1,5	15
51CCIBLOG	Logistical issues in international context	1,5	12
51CCIBFIN	Financial and risk issues in international context	1,5	12
51CCIBLEG	Legal issues in international context	1,5	12
51CCOP	Operational Skills for International Business (core)	5	27
51CCOPSPB	Strategic planning and budgeting	2	12
51CCOPPMG	Project management	2	12
51CCOPEPR	Entrepreneurial Project	1	1,5 + 1,5 (tutorial)
51CCIP	Intercultural Processes in Human Interaction (core)	7	61
51CCIPDIA	Understanding and criticising mainstream theories	2	6
	Methodological issues of cross-cultural diagnosis		12
51CCIPMAN	Cross-cultural management	2	15 +1 (tutorial)
51CCIPGEO	Geostrategy and intercultural competences	1	6
51CCIPPER	Personal intercultural competences	2	21
51CCMK	Marketing in Cross-Cultural Context (core)	8	66
51CCMKSTR	Strategic issues in cross-cultural marketing	3	24
51CCMKSPE	Operational issues in cross-cultural marketing	5	42
51CCMI	Methodology & Information Literacy (core)	2	30
51CCMIMTH	Methodology	1	18
51CCMINF	Information literacy and competitive intelligence	1	12
<i>Total</i>		30	256

Second semester(2 January - 30 April 2012)			
52CCNG	Negotiation in Cross-Cultural Context (core)	9	72
52CCNGSTR	Negotiation strategies in international context	4	33
52CCNGTEC	Communication and negotiation techniques in c-c context	2	18
52CCNGIAP	IP/AP Project	3	21
52CCRS	Region Specific Issues (core)	10	90
52CCRSEAS	East Asia	2	18
52CCRSAME	Africa & Middle East	2	18
52CCRSLAM	Latin America	2	18
52CCRSNAM	North America	2	18
52CCRSEUR	Europe & Russia	2	18
52CCJC	Junior Consultancy Project (core)	6	3,5
52CCCM	Career Management (core)	2	6,5
52CCCT	Call for Tenders (core)	3	2
<i>Total</i>		30	174

52CCDI	Dissertation & Internship (core)	30	8
52CCDIS	Dissertation	15	8 (tutorial)
52CCINT	Internship	15	0
<i>Total</i>		30	8

<b>Total (core)</b>	<b>90</b>	<b>438</b>
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<i>Elective credits</i>			
51CCFL	Foreign Language 1st semester (elective)	2,5	27
52CCFL	Foreign Language 2nd semester (elective)	2,5	27