

## CULTURE AND AREA STUDIES - AFRICA

**Diploma:** Master Behavioral and Digital Economics for Effective Management, 2<sup>nd</sup> year

**Description:** This course will focus on bringing about awareness of Africa's cultural complexity as well as an understanding of the role culture plays in business and management methods. The underlay of African cultural values will be explored relating to concepts such as communication, time, relationship to hierarchy... This is an interactive course, where work of researchers and authors in cross-cultural management will be shared, in addition to activities and case studies.

Hours: 3

ECTS: 3

Level: intermediate

Code UE (to mark on the learning agreement): 3AECAS