



# Parcours Intercultural management

Master Culture et communication



Composante  
UFR Langues et  
Communication



Langue(s)  
d'enseignement  
Anglais

## Présentation

The MA course in Intercultural Management is an English-taught MA course at the Faculty of Languages and Communication of the University of Burgundy, Dijon, France. It is a recognized "International Master's degree" accredited by the French Ministry of Education, for a select group of internationally-minded students who wish to develop their competencies and knowledge applied to managing cultural diversity. Modules focus on foreign languages and cultures, intercultural communication, business skills and international project management, intercultural management and research methodology. The course aims to help students develop their critical faculties and technical competencies, as well as mediation skills based on a solid understanding of and sensitivity towards the relationship between cultures and communication in a professional context.

## Objectifs

Management: business skills, diversity management, international project management, strategic intelligence, human resources, international marketing, setting up a company. Cultures and communication: Cultural awareness, intercultural mediation, critical approaches to cultures, area studies, intercultural management, intercultural communication theory, ethnographic research methodology. Training: training for trainers, course planning, designing learning materials, event management. Languages: Professional-level English (including focus on negotiation skills, writing professional documents, English for academic purposes); initiation to language of exchange university;

intensive French language for non-French speakers or professional fluency in a second language (German, Italian, Russian or Spanish) for French speakers. Professional experience: professionally-focused projects.

**Capacité d'accueil globale** : 15 étudiants

## Compétences acquises

Cultural awareness and sensitivity to others and to questions of diversity in the workplace.

Skills and knowledge of and in various languages and cultures, including French, up to professional level.

A complex understanding of and a critical approach to interculturality, cultures and identities, and their role in various interpersonal encounters, beyond simplistic approaches based on national differences.

Various management / international management skills and an understanding of how organisations function professionally within a wider economic, social and legal environment (human resources, international marketing, geopolitics, strategic intelligence...).

Knowledge of project management methods and tools and experience planning and executing projects as a team member and / or in a leadership role.

Skills as a trainer planning courses, designing learning materials, setting up events.

Research methodology, analytical tools and methods for conducting intercultural audits / consultancy.

Professional experience: 4-6 months internship and various professionally-focused projects.



**Formation internationale** : Formation tournée vers l'international

## Organisation

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### Contrôle des connaissances

Each module (UE) is validated separately, on the basis of the marks attributed to its constituent elements (subjects), on condition that the student obtains a mark of at least 10/20 in the module, with coefficients applied. The result for the semester is calculated on the basis of the mark for each module, with coefficients applied. The semester is validated only if the student obtains a result equal to or higher than 10 out of 20 in each module. The pedagogical committee (jury) at the end of each semester has the authority to adjust these criteria on pedagogical grounds, in the light of individual circumstances.

Chaque module (UE) est validé séparément, sur la base des notes attribuées à ses éléments constitutifs (matières), à condition que l'étudiant obtienne une note d'au moins 10/20 au module, avec application des coefficients. Le résultat du semestre est calculé sur la base de la note de chaque module, affectée de coefficients. Le semestre n'est validé que si l'étudiant obtient un résultat égal ou supérieur à 10 sur 20 dans chaque module. Le comité pédagogique (jury) à la fin de chaque semestre a le pouvoir d'ajuster ces critères pour des raisons pédagogiques, en fonction des circonstances individuelles.

## Admission

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### Conditions d'accès

Etant donné le recrutement international, la majorité de candidatures passent par Mobility Online et Etudes en France. Les exceptionnelles candidatures d'étrangers ayant

déjà validé des années d'enseignement supérieur en France sont traitées via un formulaire dédié sous forme d'un document Word à télécharger, remplir et renvoyer à la scolarité.

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### Modalités de candidatures

Recrutement international: dossier de candidature avec première sélection, puis entretiens pour déterminer la liste des admissibles.

Procédure organisée selon les contraintes des dates de Campus France, en 3 vagues (janvier à avril), de sorte à pouvoir donner une réponse sous 2 mois.

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### Public cible

Le master recrute parmi différentes licences, dans les domaines des SHS : des langues vivantes, des arts et de la littérature, la philosophie, le droit, etc.

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### Droits de scolarité

Frais de formation spécifiques (autorisés dans le cadre de la circulaire ministérielle sur les masters internationaux du 2 mars 2015)

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## Et après

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### Poursuite d'études

It is possible after this MA course for selected students to continue with a PhD in Communication Science or related disciplines.

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### Débouchés professionnels



The course prepares students for people-focused careers where a capacity for cultural awareness and intercultural mediation skills are essential. Graduates will be interested in careers in a variety of professional contexts: multinational organisations, NGOs, public sector, including government overseas agencies / international public bodies (UN, UNESCO, UNICEF...), freelance or agency-based training / management consultancy, and in a variety of roles, from manager (HR, diversity and inclusion, communications) to project coordinator, social worker (educator, mediator), trainer, consultant, foreign service officer or civil servant. It is also possible for graduates to continue their studies to PhD level in related disciplines.

Examples of jobs directly accessible to graduates include: management consultant (freelance / agency), intercultural trainer, diversity and inclusion officer, CSR officer, international project manager, administrator, lobbyist, social worker, internal communications officer, human resources manager, international marketing / sales manager.

## Infos pratiques

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### Contacts

#### Responsable de formation

Alexander Frame

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#### Responsable de formation

David Bousquet

✉ [David.Bousquet@u-bourgogne.fr](mailto:David.Bousquet@u-bourgogne.fr)

#### Secrétariat pédagogique

Secrétariat ICM

✉ "Secrétariat ICM" <[secretariat.icm@u-bourgogne.fr](mailto:secretariat.icm@u-bourgogne.fr)>;



# Programme

## Master 1

### Semestre 1

	Nature	CMI	CM	TD	TP	TER	ECTS
UE1 - Languages and Cultures	UE		9h	30h			3 crédits
French Language	Matière		18h				
French Culture	Matière		9h				
Foreign Language course for French Speakers	TD			15h			3 crédits
UE2 - Intercultural Communication	UE		55h				9 crédits
Introduction to Intercultural Communication	CM		20h				3 crédits
Migration Studies	CM		20h				3 crédits
Diversity Management: Inclusion and Social Justice	CM		15h				3 crédits
UE3 - Research Methods, Projects & Careers	UE		18h	32h			6 crédits
Research Methods	Matière		10h	20h			3 crédits
Project Work & Career Clinic	Matière		8h	12h			3 crédits
UE4 - Open Modules	UE						12 crédits
Academic and Professional English	TD			15h			2 crédits
Language of Exchange Destination	TD			15h			2 crédits
Training for Global Mobility	TD		6h	9h			2 crédits
Economics (or business intelligence)	CM		20h				2 crédits
Strategy	CM		20h				3 crédits
Marketing	CM		20h				3 crédits
Human resources	CM		20h				3 crédits
Business Game	CM		20h				2 crédits
Scientific issues : biodiversity and climate change	CM		15h				3 crédits
Philosophy of sustainable business	CM		15h				3 crédits
Ethical governance of global companies	CM		18h				2 crédits
Strategy for sustainable businesses	CM		18h				2 crédits
Management behavior : psychology and sociology of transition	CM		15h				2 crédits
Sustainable marketing and Social culture of consumption	CM		15h				2 crédits
Extra-curricular engagement	Module						3 crédits
Commons and Private Goods	Matière		15h				2 crédits
European Institutions and Policies	Matière		15h				2 crédits
Culture, Development and Globalisation	Matière		15h				2 crédits
Cultural Marketing and Communication	Matière		15h				2 crédits
Extra-curricular engagement	Module						3 crédits

### Semestre 2

Nature	CMI	CM	TD	TP	TER	ECTS
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UE1 - Languages and Cultures	UE	27h	15h			3 crédits
French Language	Matière	18h				
Cultural differences seminar	Matière	9h				
Foreign Language course for French Speakers	TD		15h			
UE2 - Intercultural Communication	UE	46h	14h			9 crédits
Cultures & Communication in Organisations	CM	20h				
Global Workplace Skills	CM	20h				
Anthropology / Ethnography	Matière	6h	14h			
UE3 - Research Methods, Projects & Careers	UE	28h	32h			8 crédits
Thesis Seminar	TD		20h			
Project Work & Career Clinic	Matière	8h	12h			
Project Management	CM	20h				
UE4 - Open Modules	UE					10 crédits
Language of Exchange Destination	TD		15h			3 crédits
Training for Global Mobility	TD	6h	9h			2 crédits
Guest Conferences	TD	15h				2 crédits
International economics	CM	20h				2 crédits
Economic decision making	CM	15h				2 crédits
European business context	CM	20h				2 crédits
Geopolitics for business	CM	20h				3 crédits
Business Game	CM	25h				2 crédits
Management & Organisational theories	CM	15h				2 crédits
Extra-curricular engagement	Module					3 crédits

## Master 2

### Semestre 3

	Nature	CMI	CM	TD	TP	TER	ECTS
Semester-long student exchange in a partner university	UE						30 crédits

### Semestre 4

	Nature	CMI	CM	TD	TP	TER	ECTS
UE1 - Languages and Cultures	UE		27h	30h			5 crédits
French Language	Matière		18h				
Cultural differences seminar	Matière		9h				3 crédits
Foreign Language course for French Speakers	TD			15h			3 crédits
Preparation of DELF or DALF	TD			15h			2 crédits
UE2 - Research Methods, Projects & Careers	UE		20h	20h			12 crédits
Thesis Seminar	TD			20h			10 crédits
Project Work & Career Clinic	TD			20h			2 crédits



UE3 - Open Modules	UE		3 crédits
Guest Conferences	TD	15h	3 crédits
Circulation, Trade and Protection of Cultural Property	TD	15h	
Culture, Freedom of Speech and Privacy	TD	15h	
Extra-curricular engagement	Module		3 crédits
UE4 - Professional Experience / Internship	UE		10 crédits