



Ljubljana Summer School
“Take the Best from East & West”
 4 – 22 July 2022

Strategy and Negotiations in Multicultural Environments

Bachelor course (ECTS: 6)

14.00 – 16.30

ROMERO Carlos

Tecnológico de Monterrey, Mexico

Course objectives and learning outcomes:

This course will introduce the student into the new environment to design strategies and negotiate in multicultural environments through a knowledge journey to cultural, political, economic and business dimensions and the interconnections among them.

At the end of the course, the student will be able to:

- Perform effectively in multicultural environments based on international negotiation activities and design of corporate and global strategies.
- Develop the ability to negotiate, plan and make strategic decisions in multicultural and multinational business environments. It requires the knowledge of strategy in organizations.
- Effectively manage multicultural diversity in organizations.
- Lead multicultural teams to a common goal.
- Integrate business portfolios.
- Plan and make strategic decisions in multinational contexts.
- Understand the role of the board of directors.
- Establish agreements in international negotiations.

Prerequisites for attending the course:

Students must read some cases and readings that I will send before the course.

Course syllabus/Daily topics:

PROGRAMME DAY	ACTIVITY/TOPIC/SESSION
Monday, 4 July	LSS Welcome session (no lectures)
Tuesday, 5 July	Competitiveness and Global Environment
Wednesday, 6 July	Multinational strategy
Thursday, 7 July	Diversification strategies
Friday, 8 July	Planning a Negotiation
Monday, 11 July	CSR & Corporate governance
Tuesday, 12 July	Multicultural diversity
Wednesday, 13 July	Multicultural leadership



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Thursday, 14 July	Multicultural ethics
Monday, 18 July	Culture and negotiations
Tuesday, 19 July	Intercultural Negotiation in International Business
Wednesday, 20 July	No lectures (preparation for final examination)
Thursday, 21 July	Final examination
Friday, 22 July	Meeting hours with students & LSS Farewell session

Teaching methods and tools/software used:

Lectures and exercises using Zoom sessions, Mentimeter, Kahoot and Videos

Exercises	25 %
Cases in Team	25 %
Final Project	25 %
Participation	25 %

Course materials/List of readings:

Critical Issues in Cross Cultural Management 1st ed. 2016 Edition by Jessica L. Wildman (Editor), Richard L. Griffith (Editor), Brigitte K. Armon (Editor)

Grading scale:

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	

Short course leader(s) biography:

Carlos Romero Uscanga is a Full-time Professor at the School of Business at Tec de Monterrey in Mexico. He obtained his Ph. D. in Management from Tecnológico de Monterrey and the University of Texas. Carlos Romero has a Chemical Engineer degree from Universidad Veracruzana and a Master in Business Administration degree obtained at Instituto Tecnológico Autónomo de México (ITAM). He has worked at Du Pont (E.I. Dupont de Nemours) as Chemical Engineer. He was the Dean of the College of Business Administration and Accounting at Universidad Anahuac de Xalapa. He has given courses, conferences and presentations in the United States, Latin America, Asia and Europa. At Tecnológico de Monterrey, he was Director of Graduate Programs and Director of Internationalization and Strategic Alliances at EGADE Business School. And Director of the Master in International Business.



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He’s been a visiting professor at the University of North Carolina, Charlotte; University of San Diego; University of Texas at Austin, and at CEMS Schools (Community of European Business Schools), University of Maryland, Boston University, Carnegie-Mellon, ESSCA, University of Vienna, LSS at Ljubljana University at Slovenia, among many others.

His research and teaching lines include International Negotiations, Corporate Strategy, Sustainable Development, Corporate Social Responsibility, Knowledge Management, Doing Business in Mexico, Project Management. And has written several Cases for the Harvard Business School.