

# InterCulturality

NEWSLETTER 2/2021

## WHAT'S NEW IN THE PROJECT?

## MEET OUR TEAM



4 MODULES

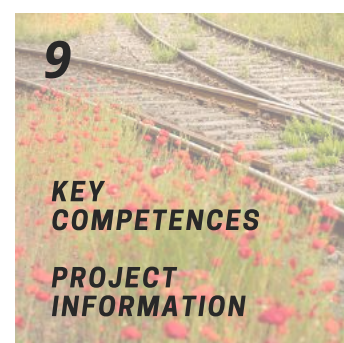
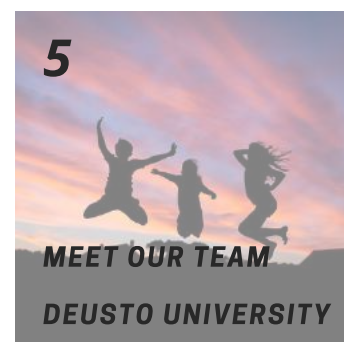
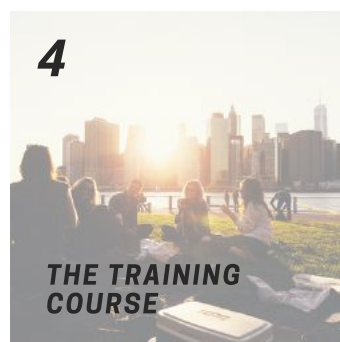
4 PARTNERS

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It is with great pleasure to present to you the latest newsletter of the Interculturality project. From this issue you will find out at what stage of implementation our project is, we will remind you of the training modules we are working on, and we will present the entire project team. Join our intercultural journey and develop your skills!

University of Deusto -project coordinator



## Interculturality PROJECT OVERVIEW

*Interculturality - Intercultural Competence Development for International Business Environment is an Erasmus+ project developed by the following partner countries: Italy, Poland, Spain and Turkey, focusing on intercultural skills development for adult learners in working environments.*

Intercultural skills such as entrepreneurship, civic engagement, personal and social dimensions, and cultural awareness represent the key competences for intercultural management and global leadership in professional contexts.

The project consists of a continuing professional development course (CPD) offering Open Educational Resources (OERs). It is based on an e-learning platform, implemented in 4 modules. The course is specifically addressed to the target group, made up of adult educators, teachers, and mentors working on and teaching the related topics, allowing them to focus both on the individual professional and personal needs and the development and assessment of the related skills.

# WHAT'S NEW IN THE PROJECT?

*Although the COVID-19 pandemic thwarted the plans for the implementation of the project and partners did not have the opportunity to hold international project meetings, we are all working hard to ensure that Interculturality results are of the highest quality. That is why we have frequent online meetings, and **one of the stages of creating an innovative training program is its testing.***



Testing project results is divided into two phases - alpha testing and beta testing. The partner from Italy - Training 2000 is responsible for the development of the methodology, supervision over the course, and preparation of the report. Both tests are carried out in all partner countries. A minimum of 5 people from each partner country are involved in alpha testing, so a total of at least 20

people take part in it. These are adult educators, trainers, and mentors who will assess the results achieved: the training toolkit created on the Moodle platform, the mobile application, and the methodological framework in the form of a handbook. After a minimum 16-hour testing period, its participants are asked to complete evaluation questionnaires about the quality of the content of each module, the usefulness of the materials, the ease of navigation, and suggestions for changes.

**Alpha testing was successful, national survey reports have been submitted to Training 2000 and suggested changes have been implemented to the materials. Beta testing is currently underway, with a minimum of 15 people in each partner country, for a total of 60 people.**

This time, apart from adult educators, employees of multicultural organizations are also involved in testing, including managers and team leaders.

As in the case of the first testing phase, also in the beta phase, participants will be asked to complete evaluation questionnaires. Testing will end in the first quarter of 2022. By receiving a minimum of 80 opinions of experts and practitioners - in both stages of testing - we will be sure that the results developed by the Interculturality project team will be of the highest quality and will provide the best possible knowledge that will develop intercultural competences among course participants.

What are the topics of each module? You will find out on the next page.

# THE TRAINING COURSE

The Interculturality project focuses on the learning outcomes, the drivers, knowledge, skills and competences required to face and manage the challenges and opportunities in multicultural environments. The course is intended as an overall approach to Interculturality, starting from the broad characteristics of the matrix, drives and context to further delve into the analysis and application of the tools to manage and overcome intercultural issues emerging in business settings.



## MODULE 1

### OVERVIEW OF KEY CULTURAL DRIVERS AND THEIR IMPACTS ON GLOBAL LEADERSHIP

Module 1 aims to improve learners' basic understanding and skills about key cultural drivers and their impact on global leadership and cross-cultural communication in business environments. This module underlines that one of the most important preconditions of being successful in a globalized business environment is conducting the international approach in business and organizations.

## MODULE 3

### GLOBAL LEADERSHIP

Module 3 provides an overview of global leadership, focusing on global leadership dimensions and styles, intercultural competence and communication. The participants will identify the components of global leadership and they will be able to assess their skills for effective global leadership. Finally, they will be given tools to develop their intercultural competence.

## MODULE 2

### CROSS-CULTURAL MANAGEMENT

Module 2 presents a description of perceptions, stereotypes, and expectations across cultures. The module also covers the topics of managing change, cross-cultural communication, communication barriers, ambiguity, and conflict across cultures, and ends with practical tools and strategies for leading more effectively across cultures.

## MODULE 4

### E-LEADERSHIP AND MULTICULTURAL TEAMS

Module 4 covers Effective Global Leadership presenting a description about the matrix management across borders, describing the concepts for effective (virtual) global leadership, the characteristics of a virtual leader in terms of their role, responsibilities and challenges, equality among employees and the related challenges and solutions.

# MEET OUR TEAM



Universidad de Deusto  
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University of Deusto

Founded in 1886 by the Society of Jesus, **the University of Deusto covers six main fields of study: Business, Law, Psychology and Education, Theology, Social and Human Sciences and Engineering.** It aims to train leaders who can combine a professional, humanist and ethical perspective through a full range of undergraduate, postgraduate and continuing education programmes.

This university is ranked among Spain's leading universities for its world-class teaching and top-level performance. The hallmarks of this University, located in the centre of two cities, Bilbao and San Sebastian, and also based in Madrid, are student education in competences and values, thanks to its own socially recognised teaching model. Furthermore, tutors play a key role and each student is assigned one to provide them with guidance and advice. The University of Deusto promotes graduates' entrepreneurial spirit and interaction with the corporate world through initiatives such as internships in companies and national and international organisations available to all our students. Deusto graduates have a high employability ratio. It also stands out for its specialist research, commitment to justice and international outreach, as evidenced by its more than 1,500 international students. 15% of all students come from other countries in Europe, America, Asia and Africa and 10% of Deusto students study abroad. Around 11,000 students, of which 1 out of 5 are grant recipients, are currently studying at this institution with 130 years of experience.



**José Antonio Campos Granados** holds a BA in Business Administration and a PhD in Economic and Business Sciences from the University of Deusto. He is currently Professor at the University of Deusto, where he teaches at the Bilbao campus. José Antonio teaches BA courses on Deusto Business School and Industrial Technology Engineering. Specifically, he teaches the following subjects: Bachelor level, Principals of Marketing, Business Administration and Operational Marketing (in basque and spanish). His publications mainly focus on education, innovation and entrepreneurship. During the past few years he has been working as the Director of Innovation and Entrepreneurship.

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**Garazi Azanza Martínez de Luco** holds a BA in Psychology from the University of Deusto and a PhD in Psychology (International Mention) from UNED. She is currently a lecturer at the University of Deusto, where she teaches BA courses on Modern Languages and Management. Specifically, she teaches the following subjects: Entrepreneurship, People Management and Interpersonal Skills. She also teaches Interpersonal Communication in the Master's Degree in Human Resources at Deusto Business School. During the past few years she has worked as a researcher at the Deusto Entrepreneurship Centre, where she has coordinated the DeustoSTART entrepreneurship program and delivered employability and entrepreneurship training workshops. Her publications mainly focus on leadership, employment and entrepreneurship. She is part of the Communication research team.

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# MEET OUR TEAM



**The Łukasiewicz Research Network - Institute for Sustainable Technologies in Radom is a public research organisation based in the biggest and a quickly developing region of Poland - Mazovia.** The Institute's staff of 180 people is made up of highly qualified specialists. The employees of the Institute frequently hold important positions in the committees of the Polish Academy of Sciences, scientific associations and journals, EU expert panels, and scientific councils of numerous research organisations. The Institute mainly conducts basic and applied research in the areas of machine construction and maintenance, materials engineering, and manufacturing technologies, and its focus area concerns the following 8 domains: Control Systems; Environmental technologies; Industrial Biotechnologies; Information technologies; Mechatronics; Prototype and experimental production; Surface engineering; Tribology.



However, the scientific activity of the Institute also strongly concerns the issues of lifelong learning and continuing education, which are the foundations of the global knowledge-based economies, and therefore are an extremely important field of the Institute's activity. An important aspect of activity conducted in this field revolves around the research on entrepreneurship and intellectual capital development through knowledge exchange and competence building, innovation management and marketing, and forecasting of future research directions.



**Remigiusz Mazur** graduated in American Studies - Cultural Studies and International Relations at the Jagiellonian University. He has experience in the execution of research projects in the frame of European and national schemes. He took part, among others, in the projects focused on business succession, multicultural management in organisations, business models, and implementation of Industry 4.0 into the economy. His scientific work is focused on innovative educational solutions, entrepreneurship, multicultural management, business models, the use of foresight and Futures Literacy methodologies, and the aspects of business succession in family enterprises.

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**Karolina Komorowska** graduated in Administration faculty at the Catholic University of Lublin. She also has postgraduate studies in Management Study, Business English Study, and Pedagogical Study. She has experience in implementing international projects in the frame of the Erasmus+ and Interreg Europe programmes where she is responsible for, inter alia, keeping formal documentation of projects, dissemination and promotion at the regional and local level, participation in project partner meetings; preparation of technical and financial reports, organisation of meetings.

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# MEET OUR TEAM



**MSKU was established in 1992 as a state university with four proposed faculties: the Faculty of Arts & Sciences and Humanities, the Faculty of Economics and Administrative Sciences, the Faculty of Technical Education and the Faculty of Fisheries.** Muğla School of Management, founded in 1975, originally affiliated with the Ankara Academy of Economics and Administrative Sciences, was the first higher education institution in Muğla. It then became the first faculty of Muğla Sıtkı Koçman University upon its establishment. In addition, Muğla Vocational School, founded in 1989 as part of Izmir Dokuz Eylül University, joined Muğla University. Over the past 20 years, the university has grown to include 20 faculties, 4 graduate schools, 16 vocational schools, and 47 research and application centres. Since its establishment, Muğla Sıtkı Koçman University has been in pursuit of quality higher education and research in order to contribute to the sociocultural,

scientific, and technological development of Turkey. Today, Muğla Sıtkı Koçman University encompasses a two million square metre campus surrounded by a spectacular mountain view and smaller university sites and schools across the province. Currently, the university services over 45,000 students and employs over 1, 600 full time academic staff.



**Assist. Prof. Dr. CERAY ALDEMİR, PhD:** Her background education is Public Administration and Management with Local Governments and New Social Movements specialization (MPA and PhD degrees accomplished in University of Manchester-Manchester Business School). She has extensive knowledge and experience on local governmental organizations and the application of the new public management. She studied and worked in Manchester Business School as teaching assistant between 2008 and 2014. Currently she is working at Muğla Sıtkı Kocman University Public Administration department as an assistant professor and vice-director of Muğla University Research and Project Coordination Center. Ceray has a special interest on the governance models and working with both public and private entities. She also interests in the area of business management and business law . She has experience in the management and implementation of different national and international projects.

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**Prof. Dr. Tugba Ucma Uysal, PhD:** She attended Muğla University where she received a bachelor degree in Business Administration. Then she attended Muğla University and obtained her master degree in Business Administration. She attended Dokuz Eylul University and obtained PH.D. in Accounting and Finance in 2010. Then she has been associated professor in September 2013 in Muğla Sıtkı Kocman University. Since September 2013, She has been associate professor at Faculty of Economics and Administrative Sciences, Muğla Sıtkı Kocman University. At the same time, she is the director of Muğla University Research and Project Coordination Center. She has international and national journal articles, book and book chapters about Accounting. Her research interests cover a range of topics in business management, family owned business and their constitutions, Business succession law in Turkey, accounting theory, auditing, accounting ethics, fraudulent auditing. She has experiences in the management and implementation of different national and international projects.

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# MEET OUR TEAM



## TRAINING2000

Training 2000 is an adult education centre, which operates mainly in the Marche Region in activities of Adult Education and Training

(LLP - continuous and permanent education), consulting and promotion of training activities in companies, training of trainers and teachers in schools and professionals.

Training 2000 organises training courses in the areas of ICT, textile and fashion, import-export for SMEs, English language for adults and Italian language and ICT for immigrants, integration of disadvantaged groups, agriculture and rural tourism, sustainable environment, new methodologies in teaching and learning (blended-learning), project management, community development and healthy lifestyle (mental well-being, active ageing and food habits). Training 2000 analyses the training needs in SMEs and local communities, develops new occupational profiles and training curricula; executes vocational training courses apt to requalification and re-skilling of youths and adults in the major economic sectors at the local level: fine mechanics, textile and fashion, agriculture and tourism. Training 2000 has been involved in various international projects, with partners from most European countries in which it has covered issues related to training of trainers, integration of migrants, requalification of unemployed people, youth training, apprenticeship, validation of competences. The organisation promotes continuous training in the Marche region since 2003, for employed people, unemployed and young adults.



**Dr. Eng. Elmo De Angelis** is an expert in adult education and training. He participates in research programs at European level mainly in relation to evaluation of non-formal, informal learning, new methodologies in teaching and training. He is expert in design, coordination, and management of ESF funded courses and apprenticeship in SMEs for adult learners.

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**Kylene De Angelis** is an expert in vocational education and adult training. She cooperates in European research and development projects on new training methodologies and online didactics, innovative technology for training and integration of different adult groups. Her main expertise are in project management and creation of online training material in the areas of innovation technology, cultural awareness and teachers training for adults.

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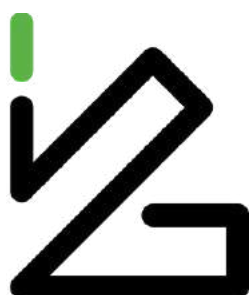


# PROJECT PARTNERS



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## MUĞLA



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Institute  
for Sustainable  
Technologies



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# PROJECT INFORMATION

**Name:** Interculturality: Intercultural Competence Development for International Business Environment

**Number:** 2019-1-ES01-KA204-063914

**Duration:** 30 months

**Funded:** Erasmus + Programme of the European Union

**Key action:** KA2 Cooperation for innovation and the Exchange of good practices

The Interculturality project will focus on the key competences of:

- *Entrepreneurship;*
- *Civic skills;*
- *Personal, Social and Learning;*
- *Cultural awareness and expression.*

## CONTACT US

[INTERCULTURALITY.EU](http://INTERCULTURALITY.EU)

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