

**Cross-Cultural Management in a VUCA Environment (BIP)  
Prague, Czech Republic**

Dear students,

We would like to invite you to join the **Cross-Cultural Management in a VUCA Environment** Blended Intensive Programme (BIP).

This unique programme offers an exciting opportunity to develop leadership skills in a globalized world.

**Programme:**

- **Online Learning:** January 27th-31st (5 hours)
- **On-Site in Prague: February 3rd-7th (intensive sessions and networking, 20 hours)**
- 5 hours company visits
- **3 ECTS credits** upon completion
- **Fee:** EUR 79 (covers lunches, social events, and materials)

**Deadline for Registration: November 30th, 2024**

More details can be found in the attached flyer. For inquiries or registration, please contact **Petra Borkovcová** at [petra.borkovcova@sting.cz](mailto:petra.borkovcova@sting.cz).

We look forward to welcoming you to Prague!

Warm regards,  
STING University



# Cross-Cultural management in VUCA environment

**3rd – 7th February, 2025**

**Virtual part January 27th – 31st**

**Rewarded 3 ECTS**

**PRAGUE**



Co-funded by  
the European Union

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*Prague Congress Centre, 5. května 1640/65* 



## Learn, network, succeed: Become a Cross-Cultural Leader!

### Program highlights

- **5 Hours Online Learning (27.01-31.01.2025):** Initial session covering foundational concepts on cross-cultural management.
- **20 Hours In-Class Learning:** Workshops and interactive discussions in Prague with experts in the field of cross-cultural management and global leadership.
- **5 Hours Company Visits:** Real-world insights through business visits of multinational firms, which face global challenges in cross-cultural aspects among others.

### Important information

- Fee: **EUR 79** (covers lunches, social events, and course materials).
- Accommodation Assistance: Support for finding budget-friendly options near Prague Congress Centre.

### Why you should join

- Gain practical skills in cross-cultural management and global leadership.
- Develop strategies for navigating cultural differences and managing teams across diverse environments.
- Learn from experienced faculty and industry experts while networking with peers from various backgrounds.
- Experience the best of Prague, from its cultural heritage to its vibrant academic community.

### Key takeaways

- Understand the dynamics of cross-cultural interactions.
- Learn to lead in volatile, multicultural settings.
- Acquire practical skills that are directly applicable to global business contexts.

## Register here!

**Deadline for registration is November 30th**

Contact person: Petra Borkovcová, [petra.borkovcova@sting.cz](mailto:petra.borkovcova@sting.cz)



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