

## **SIC Development Presentation at the American Business School Paris**

The presentations were held at the American Business School in Paris during the classes of Intercultural Management, in which the concepts of cultural similarities and differences are taught. The presentation was started in one class and finished the following week. The first attempt had a very positive affect and students were listening eagerly. A student asked afterwards, how leadership can be exercised.

Overall, the second and completed presentation was said to be very interesting and relevant to the students' life, especially, as the students are from various international backgrounds and many are in their first or second year of studies. However, I did not get much feedback, as maybe the weather was to blame (it was very warm in the room and hard to concentrate).

The teacher, however, asked the class afterwards, what the difference between hard and soft skills were. No one really had an answer and I explained the difference. This surprised me and I falsely assumed business students would have known about that difference. I think it is important, to give a clear statement of those two terms when presenting to people, that are not familiar with this subject.

Another concept raised by the teacher is change management. With that she means how managers nowadays have to manage changing situations, changing staff, knowledge etc., as the business world and the world in general is a fast moving arena.

The difference between information and knowledge management: It can be confusing and may need to be differentiated even further. These two concepts are shown in the management table (traditional approach versus contemporary approach).

The whole concept of strategical individual competencies should have been broken down further and presented slower, as for many students this was very new.

Results were difficult to read regarding the overall graph with all the results. It was simply the many graphs and the quality of the image, that made it difficult to read.

During the presentation I asked, whether the students could explain with their knowledge from the class, why Lithuania and Austria are so similar in their results, yet so different as cultures and countries. They compared basic facts such as religion, language, history etc. and we could not come up with an explanation. Though, this was probably one of the most interesting facts pointed out.