

The Film as a Learning Resource and Class Discussion

Isabel acero ¹; Fang Pan 潘芳 ²

¹ Departamento de Economía y Dirección de Empresas, iacero@unizar.es

² Consultora, frances_pan@yahoo.com

Context: The course is entitled "Multicultural Organizations Management and Intercultural Communication," and taught within the framework of events organized by universities and funded by the INAEM for 2009-2010. A experience is shared to show film as a useful resource to be used in the class, by both professors and students.

Objectives: The course is to explain, from the perspective of management, how different behaviors shown by individuals in organizations are influenced by their culture of origin, facilitating students to adjust themselves to multicultural environments or to other countries through the theory.

Methodology: On the base of theoretical part, professional native simulates possible situations and some dynamic and participatory activities are included. As one of the helpful resource, the form of film is used in the class.

Results: Following the use of cinematic resources as a support of content of sessions, the valuation is considered positive. Although it requires more time of the professor to prepare activities.

Conclusions: The final assessment shows it positive in encouraging critical thinking and participation of students. They improve their communication and management when working with people from different countries and cultures.

