

## Business & Culture

### Course Objectives

This course aims to give course participants the opportunity to:

- become aware of the cross-cultural dimension in international business
- become more effective learners in a cross-cultural learning environment
- become more effective managers in a cross-cultural working environment

### **Teaching Methods**

Presentations by the instructor, discussions, case studies, group exercises, presentations and written evaluation

### **Course Outline**

Course Presentation and Organization of Project Teams

Introduction to Cross-cultural Management : Experiences of the Participants

The Theoretical Basics of Cross-cultural Management

What is Cross-cultural Management

Why Study Cross-cultural Management?

Defining Culture

The Major Theorists, Hall + Hall, Hofstede, Trompenaars/ Hampden-Turner

Management Implications

Is Culture Changing?

Cultural Diversity in Europe

The Importance of Cross-cultural Issues for International Management: Case 1

Presentations: Cross-cultural Management Failure Presentation, Discussion and

Debriefing Developing Cross-cultural Sensitivity: Becoming More Effective in the Global Workplace

Conclusion: How Much Adaptation is Enough?

Written Evaluation (in-class)