

Course	A380A0000 Cross-Cultural Issues in International Business, 6 ECTS credits
Year and period	B.Sc. 2, period 3, 7.1 – 27.2.2020
Teacher	Post-doctoral researcher Igor Laine, LUT University
Aims	<p>The goal of the course is to give an understanding of how the cultural environment affects management in international business, and advance students' global mindset by giving conceptual tools to increase their intercultural competence. After completing the course the students can:</p> <ul style="list-style-type: none"> - define and categorise culture - explain cultural orientations towards time, space and context - analyse and compare national cultures according to Hofstede's, Trompenaars' and GLOBE cultural dimensions - understand the relationship between culture, organisations and management - evaluate the effects of the cultural environment on international marketing strategies - examine the sources of cultural conflicts in international organisations - identify the role of cultural factors in managing and leading international teams - apply studied theories and ideas to business situation <p>General aim of the course is to improve following personal skills of the students:</p> <ul style="list-style-type: none"> - recognising cultural differences - interacting effectively with people from other cultures - working in groups and international teams
Content	<p>Concept and levels of culture, dimensions of culture in business (Hall, Hofstede, Trompenaars and GLOBE), the effect of culture on leadership and management in international business. The limits of globalisation from the cultural perspective, cross-cultural issues in virtual teams, standardisation and adaptation in international marketing.</p> <p>Country cases of cultural differences (term paper reports).</p>
Modes of Study	15 hours of lectures

	<p>Case study workshop (2 hours) and term paper presentation seminar (4 hours) Preparation for lectures 12 h. Writing of term paper, preparation for case study and term paper presentations, 63 h. Written exam and preparation for exam 65 h.</p> <p>Total workload 160 hours</p>																																					
Evaluation	<p>Final grade 0 – 5:</p> <p>written exam 60% term paper 30 % case assignment 10 %</p>																																					
Study Materials	<ol style="list-style-type: none"> 1. Broweys & Price: Understanding Cross-Cultural Management, (3rd edn), Pearson, 2015 2. Assigned readings 3. Lectures slides 4. Additional material distributed in class via Moodle 																																					
Prerequisites	Basic course in management or marketing																																					
Schedule	<table border="1"> <thead> <tr> <th></th> <th>week</th> <th>day</th> <th>time</th> <th>lecture hall</th> </tr> </thead> <tbody> <tr> <td rowspan="7">Lectures</td> <td rowspan="7">7.1– 21.2.2020</td> <td>Tuesday 7.1</td> <td>9 – 12</td> <td>1316</td> </tr> <tr> <td>Tuesday 14.1</td> <td>10 – 12</td> <td>1316</td> </tr> <tr> <td>Tuesday 21.1</td> <td>10 – 12</td> <td>1316</td> </tr> <tr> <td>Tuesday 28.1</td> <td>10 – 12</td> <td>1316</td> </tr> <tr> <td>Tuesday 4.2</td> <td>10 – 12</td> <td>1316</td> </tr> <tr> <td>Tuesday 11.2</td> <td>8 – 12</td> <td>1316</td> </tr> <tr> <td>Friday 21.2</td> <td>12 – 16</td> <td>1316</td> </tr> <tr> <td rowspan="2">Assignments</td> <td>Group 2</td> <td>Wednesday 29.1</td> <td>8 – 10</td> <td>1247</td> </tr> <tr> <td>Group 1</td> <td>Thursday 30.1</td> <td>8 – 10</td> <td>1247</td> </tr> </tbody> </table> <p>Final exam after the course on 27.2 at 8:30–11:30.</p>		week	day	time	lecture hall	Lectures	7.1– 21.2.2020	Tuesday 7.1	9 – 12	1316	Tuesday 14.1	10 – 12	1316	Tuesday 21.1	10 – 12	1316	Tuesday 28.1	10 – 12	1316	Tuesday 4.2	10 – 12	1316	Tuesday 11.2	8 – 12	1316	Friday 21.2	12 – 16	1316	Assignments	Group 2	Wednesday 29.1	8 – 10	1247	Group 1	Thursday 30.1	8 – 10	1247
	week	day	time	lecture hall																																		
Lectures	7.1– 21.2.2020	Tuesday 7.1	9 – 12	1316																																		
		Tuesday 14.1	10 – 12	1316																																		
		Tuesday 21.1	10 – 12	1316																																		
		Tuesday 28.1	10 – 12	1316																																		
		Tuesday 4.2	10 – 12	1316																																		
		Tuesday 11.2	8 – 12	1316																																		
		Friday 21.2	12 – 16	1316																																		
Assignments	Group 2	Wednesday 29.1	8 – 10	1247																																		
	Group 1	Thursday 30.1	8 – 10	1247																																		