

**IESEG SCHOOL OF MANAGEMENT**  
**International Summer Academy 2017**  
**Global Business and Management**  
**1-28 July 2017**

**INSTRUCTOR:**  
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## **Culture and International Business**

**2 ECTS / 16h**

**July 24/25/27/28 2017**

### **Course Description**

Why might Japanese management systems produce problems in a facility in France or the U.S., and vice versa? What are the challenges of a Brazilian-U.K. joint venture? What type of adaptations might a Chinese firm need for success in Mexico? These questions illustrate cross-cultural dilemmas. Variation in cultural values represents one of the most pervasive challenges to the effective management of an international business. This course addresses culture, a system of values and norms shared by members of a society, and its consequences for managing in the international business context.

### **Course Materials**

Selected readings will be provided

### **Pedagogy**

A combination of lecture, cases, short class activities, and class discussion

### **Course Learning Outcomes**

The fundamental purpose of this course is to learn about culture and its implications for management in cross-national environments. Specific course learning outcomes include:

1. Demonstrate knowledge of the complex social construct of societal culture, and describe methods of understanding culture.
2. Describe the implications of culture on other cross-national considerations, including political risk and ethics.
3. Explain the consequences of culture for effective management in international business.

### **Class Schedule**

Monday, July 24: Culture: It's Meaning and Dimensions

Tuesday, July 25: The Effects of Culture on Ethics and Political/Legal Systems

Thursday, July 27: The Effects of Culture in the Workplace and Marketplace

Friday, July 28: Final Exam

## Grade Determination

There will be two cases worth 25 points each, and a final exam worth 100 points, for a maximum of 150 points for the course. Grades are assigned per the following:

- A: 135-150 points
- B: 120-134 points
- C: 105-119 points
- D: 90-104 points
- F: < 90 points