

Cultural Knowledge and Trade in Different Markets

Structure Type:	Course
Code:	TXV0126
Type:	Free Choice Studies
Level:	Bachelor
Credits:	3.0 points
Language of Instruction:	English
Responsible Teacher:	
Responsible Organisation:	VAMK

Learning Outcomes

The student understands how different cultures affect the working society. The student should be prepared for working abroad and have an open mind for other cultures.

Student's Workload

Total work load of the course: 81 h
-- of which scheduled studies: 30 h
-- of which autonomous studies: 51 h

Contents

The aim of the course is to provide students with information regarding a special geographical market area, preparations for working abroad, the meaning of the business culture and the culture of the organization for business relations from different countries, Hofstede's five cultural dimensions: Power Distance, Individualism versus Collectivism, Masculinity versus Femininity, Uncertainty Avoidance and Long-Term Orientation

Recommended or Required Reading

Hofstede,G.2010: Culture and Organization
Lomax , S. 2001. Best practices for Managers and Expatriates. A Guide on Selection, Hiring and Compensation. USA. John Wiley and Sons.
Other material informed by the lecturer at the beginning of the course.

Mode of Delivery / Planned Learning Activities and Teaching Methods

Lectures, guest lectures, project learning, self-studies and presentations.

Assessment Criteria

- 1 the student understands the meaning of other cultures
- 3 the student understands well the meaning of other cultures
- 5 the student understands excellent the meaning of other cultures

Assessment Methods

Written exam and project report and presentation