

Course description form (syllabus form) – for 1st and 2nd cycle studies

A. General data

Name of the field	Content
Course title	International Management: Culture and Society
Organizational unit:	Faculty of Management
Organizational unit where the course is offered:	Faculty of Management
Course ID	-----
Erasmus code / ISCED	-----
Course groups	IBP & Short-term students
Period when the course is offered	19-23 May
Short description	This module will help students understand and navigate the multi-faceted nature of culture when undergoing strategic analyses in International Business Management in a global context.
Type of course:	
Full description	<p>This module examines worldwide integration of economic, political, and socio-cultural aspects of business in order to explore and understand the impact of culture and wider globalisation on countries, organizations, and individuals. Students will develop a world-view of the global marketplace, and learn how knowledge and understanding of the global environment affect business functions. Special consideration is given to key issues in ethics and culture. Students will also gain essential knowledge of international business management and will learn how to evaluate challenges of organisational functioning in the global economy. The aim of the module is to introduce students to the main International Business (IB) theories relating to external environment analysis and cultural analysis and demonstrate how they can be used to inform strategic decisions. They will also engage with key issues pertinent to the global business environment today, particularly as it pertains to recognising global shifts in political and culture as well as developments in emerging economies and least developed countries.</p>

Prerequisites	Formal	
	Initial	Basic knowledge of International Business, Managerial Business, National Culture, Organisational Culture, Mergers and Acquisitions
Learning outcomes		<ol style="list-style-type: none"> 1. Apply knowledge of international business management and critically evaluate challenges of organisational functioning in the global economy 2. Demonstrate their critical and reflexive appreciation of global citizenship, cross-cultural intelligence and ability to work in diverse groups and teams.
ECTS credit allocation (and other scores)		2
Assessment methods and assessment criteria		2000 word written assessment upon completion of the module. Students will be provided a list of case companies that have experienced cultural change at multiple levels and have since failed and provide a 1500-word written assessment outlining their knowledge of how culture impacted these organisations, with the remaining 500 words used as recommendations of what could have been done differently in order to minimise cultural impact, therefore increasing the likelihood of firm success. 80% of the overall mark will awarded to the 1500-word essay, with the remaining 20% awarded to the 500-word recommendations and reflective statement.
Examination		No
Type of class		Mini Lecture (10 mins), then seminar (35 mins)
Method of implementation of the subject		Class-based teaching
Language		English
Bibliography		<p><i>Davies, H., & Ellis, P. (2000). Porter's competitive advantage of nations: time for the final judgement?. Journal of management studies, 37(8), 1189-1214.</i></p> <p><i>Hofstede, G. (1994). The business of international business is culture. International business review, 3(1), 1-14.</i></p>

	<p><i>Tung, R. L., & Stahl, G. K. (2018). The tortuous evolution of the role of culture in IB research: What we know, what we don't know, and where we are headed. Journal of International Business Studies, 49(9), 1167-1189.</i></p> <p><i>Haspeslagh, P. C., & Jemison, D. B. (1991). Making acquisitions work.</i></p>
Internship as part of the course	No
Coordinators	Elenia Charalambous
Group instructors	Elenia Charalambous
Notes	n.a.

B. Detailed data

Name of the field	Content
Group instructors:	Elenia Charalambous
Title	International Management: Culture and Society
Type of class:	Mini lecture (10 mins) then seminar (35 mins)
Learning outcomes defined for didactic method used during the course	<ol style="list-style-type: none"> 1. Apply knowledge of international business management and critically evaluate challenges of organisational functioning in the global economy 2. Demonstrate their critical and reflexive appreciation of global citizenship, cross-cultural intelligence and ability to work in diverse groups and teams.
Assessment methods and assessment criteria for didactic method used during the course	<p>2000 word written assessment upon completion of the module. Students will be provided a list of case companies that have experienced cultural change at multiple levels and have since failed, and provide a 1500-word written assessment outlining their knowledge of how culture impacted these organisations, with the remaining 500 words used as recommendations of what could have been done differently in order to minimise cultural impact, therefore increasing the likelihood of firm success. 80% of the</p>

	<p>overall mark will awarded to the 1500-word essay, with the remaining 20% awarded to the 500-word recommendations and reflective statement.</p>
Examination for didactic method used during the course	No
Range of content	<p><u>Theoretical concepts</u> will include National vs organisational culture, cross-border mergers and acquisitions, and how these processes trigger culture clashes, International trade and government policy, legislation, technological policy, human vs task integration</p> <p><u>Micro concepts within organisational culture will include:</u> identity, employees, values, history, vision.</p> <p><u>Micro concepts within national culture will include:</u> history, language, economic climate, government participation, religion, education etc.</p> <p><u>Frameworks that will be implemented:</u> Hofstede's cultural dimensions, Trompenaars seven dimensions of culture, GLOBE study, M&A Integration typology framework.</p>
Didactic methods	<p>(Lecture, discussion and groupwork) –</p> <p>The lectures will be used to introduce main concepts and frameworks and illustrate how these can be applied to global and international business contexts and organisations. Lectures will serve as key deliveries and explanations of the frameworks and theoretical issues. For more productive engagement into learning activities for some seminars, students will work in teams divided by the tutor (me).</p>

	<p>They will prepare and present the accomplished seminar tasks in the teaching sessions during the module. They will work individually as well as in groups, where appropriate, to increase intercultural awareness and formative feedback on the results of their collaboration will be provided in each seminar by the tutor (me).</p>
Bibliography	<p><i>Davies, H., & Ellis, P. (2000). Porter's competitive advantage of nations: time for the final judgement?. Journal of management studies, 37(8), 1189-1214.</i></p> <p><i>Hofstede, G. (1994). The business of international business is culture. International business review, 3(1), 1-14.</i></p> <p><i>Tung, R. L., & Stahl, G. K. (2018). The tortuous evolution of the role of culture in IB research: What we know, what we don't know, and where we are headed. Journal of International Business Studies, 49(9), 1167-1189.</i></p> <p><i>Haspeslagh, P. C., & Jemison, D. B. (1991). Making acquisitions work.</i></p>
Group limit	
Time span	
Location	