

<p>Learning objectives Students who successfully complete this module:</p> <ul style="list-style-type: none"> • can define the term culture and can discuss some of the comparative ways of differentiating cultures. • can describe the concept of cultural values, and relate some of the international differences, similarities and changes occurring in terms of both work and managerial values. • can define exactly what is meant by organizational culture and discuss the interaction between national and MNC culture. • can identify and apply the major models of organizational cultures. • can understand different sources of growth in different markets. • can understand different strategic choices to be taken for success. • can understand the dynamics of different markets. 	
<p>Learning contents</p> <ul style="list-style-type: none"> • The meanings and dimensions of culture • Relationship of Culture and Identity • Comparative management cultures • Examination of cultural differences between countries and regions • The effects of culture on corporate strategy and management, managing the cultural differences. • The impact of multinational corporations (MNCs) upon business and host economies. • The conceptual analysis of organisation behaviour theories underpinning the strategic change process - Main schools of thought on strategic changes. • Review of the role of HRM within the context of the strategy, structure and culture of the organisation • Implications of change and innovation on the decision-making process within the operations management systems and managing supply and demand relationships. 	
<p>Requirements/prerequisites</p>	<p>Business Management Modules (Introductory courses)</p>

<p>Recommended literature</p>	<p>Alan Rugmann (2011) International Business - Oxford Press</p> <p>Hodgetts, R.M., Luthans, F. (2000) International Management, Culture, Strategy and Behaviour, MCGraw-Hill</p> <p>Schneider and Barsoux (1997), Managing Across Cultures, Prentice Hall</p>
<p>Examination</p> <ul style="list-style-type: none"> • Type of examination 	<p>1-hour exam + Project case study</p>
<p>Max. participants</p>	<p>25</p>
<p>Language of lecture</p>	<p>English</p>
<p>Promoter of the module</p>	<p>Ravinder Kaur-Lahrmann, M.Sc.</p>
<p>Module instructor/Home university</p>	<p>Ravinder Kaur-Lahrmann, M.Sc. Osnabrück University of Applied Sciences</p>
<p>Hours all in all</p> <ul style="list-style-type: none"> a) Time spent in classroom b) Time spent outside classroom 	<p>Hours all in all: 150 hours</p> <ul style="list-style-type: none"> a) 60 hours b) 90 hours: Time for preparation: 45 hours, Time for literature studies: 45 hours
<p>ECTS-Credits</p>	<p>5</p>