International Summer University 2020
Module: Cultural Management
Level: Undergraduate / Bachelor

Learning objectives
Students who successfully complete this module:

- 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.

Learning contents

- 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.

Student Skills developed successfully on completion of the module;

Requirements/prerequisites

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<th>Requirements/prerequisites</th>
<th>Business Management Modules (Introductory courses)</th>
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Recommended literature

- Schneider and Barsoux (1997), Managing Across Cultures, Prentice Hall

Examination

- Type of examination: 1-hour exam + Project case study

Max. participants

- 25

Language of lecture

- English

Promoter of the module


Module instructor/Home university

- Osnabrück University of Applied Sciences

Hours all in all

- Hours all in all: 150 hours
  a) Time spent in classroom: 60 hours
  b) Time spent outside classroom: 90 hours

ECTS-Credits

- 5