

#### **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;**

<b>Requirements/prerequisites</b>	Business Management Modules (Introductory courses)
<b>Recommended literature</b>	<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>
<b>Examination</b> <ul style="list-style-type: none"> <li>• Type of examination</li> </ul>	1-hour exam + Project case study
<b>Max. participants</b>	25
<b>Language of lecture</b>	English
<b>Promoter of the module</b>	Ravinder Kaur-Lahrmann, M.Sc.
<b>Module instructor/Home university</b>	Ravinder Kaur-Lahrmann, M.Sc. Osnabrück University of Applied Sciences
<b>Hours all in all</b> <ul style="list-style-type: none"> <li>a) Time spent in classroom</li> <li>b) Time spent outside classroom</li> </ul>	<p>Hours all in all: 150 hours</p> <p>a) 60 hours</p> <p>b) 90 hours: Time for preparation: 45 hours, Time for literature studies: 45 hours</p>
<b>ECTS-Credits</b>	5