

**Module Description, available in: EN**

## *Global Markets and Intercultural Competence*

**General Information****Number of ECTS Credits**

3

**Module code**

CM\_GlobMark

**Valid for academic year**

2019-2020

**Last modification**

2018-11-08

**Responsible of module**

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**Explanations regarding the language definitions for each location:**

- Instruction is given in the language defined below for each location/each time the module is held.
- Documentation is available in the languages defined below. Where documents are in several languages, the percentage distribution is shown (100% = all the documentation).
- The examination is available 100% in the languages shown for each location/each time it is held.

	Berne	Lausanne	Lugano	Zurich
<b>Instruction</b>		X E 100%		X E 100%
<b>Documentation</b>		X E 100%		X E 100%
<b>Examination</b>		X E 100%		X E 100%

**Module Category**

CM Context module

**Lessons**

2 lecture periods and 1 tutorial period per week

**Entry level competences****Prerequisites, previous knowledge**

None

**Brief course description of module objectives and content**

The module describes the economic, social, political, technological and natural framework conditions of the global markets and explains the influence of culture on international business.

## Aims, content, methods

### Learning objectives and acquired competencies

1. Students understand the process and the impacts of globalization on the economy and society
2. Students are familiar with the economic, social, political, technological and natural framework conditions of the global markets and understand their importance for internationally operating companies
3. Students learn how companies select and work with and within foreign markets
4. Students know the differences between the most important cultural areas and understand their influence on the activity of international companies
5. Students have acquired basic knowledge in dealing with foreign cultures

### Contents of module with emphasis on teaching content

The module deals with the globalization of the economy and the opportunities and risks that result from this. It shows how far the economic, social, political, technological and natural framework conditions on international markets differ from each other and what significance these framework conditions have for companies' foreign business.

The module deals with the internationalization process of companies. It shows how companies decide which foreign markets to enter and which form to adopt in dealing with these markets.

The module explains what the term culture means and how far cultures differ from each other. It looks into different forms of communication and problem-solving in different countries and shows what challenges develop in intercultural cooperation in teams and in the management of employees from different cultures.

### Teaching and learning methods

Students acquire the basic knowledge required for the topics covered in the module by studying a textbook. The contents of the book are covered in greater depth during the tuition, through examples that illustrate them, the processing of case studies, the discussion of controversial questions, exercises and simulations, and are applied in the context of a project assignment.

### Literature

Compulsory reading (to be acquired before the start of the semester):

- Zurich: tbd
- Lausanne: Pervez Ghauri, Philip Cateora, International Marketing, 4th European Edition, U.K.: McGraw-Hill Higher Education, 2014.

In-depth reading:

- Adler Nancy, International Dimensions of Organizational Behavior, Itps Thomson Learning, 2001
- Ammann Paul, Lehmann Ralph, van den Bergh Samuel, Hauser Christian, Going International - Methoden und Konzepte zur Erschliessung ausländischer Märkte, Versus Verlag 2012.
- Cavusgil Tamer, Ghauri Pervez, Knight Gary, Riesenberger John, International Business, Global Edition, Pearson Education Limited, 2013.
- Keegan Warren, Green Mark, International Management, Global Edition, 8/E, Essex: Pearson Education Limited, 2014.
- Deresky Helen, International Management, Prentice Hall, 2005
- Hill Charles, International Business, Mcgraw-Hill Professional, 2007
- Hodgetts Richard, Fred Luthans, Jonathan Doh, International Management, Mcgraw-Hill, 2006
- Schneider Susan, Barsoux Jean-Louis, Managing Across Cultures, Financial Times Prent. Int, 2002
- Trompenaars Fons, Hampden-Turner Charles, Riding the Waves of Culture, Nicholas Brealey Publishing 1997

## Assessment

### Certification requirements

Module uses certification requirements

### Certification requirements for final examinations (conditions for attestation)

Active participation in tuition (written notification to the lecturer if a lecture/tutorial cannot be attended). A project to be compiled through independent study. The project assessment accounts for 30% of the module grade.

### Basic principle for exams

**As a rule, all the standard final exams for modules and also all repetition exams are to be in written form**

### Standard final exam for a module and written repetition exam

Kind of exam

written

Duration of exam

120 minutes

Permissible aids

No aids permitted

**Special case: Repetition exam as oral exam**

**Kind of exam**

oral

**Duration of exam**

30 minutes

**Permissible aids**

No aids permitted