

SYLLABUS

Joint MA/BA Seminar „Culture’s pathways in international business“

Winter Semester 2015/16

Lecturers:
 Prof. Dr. Nigel Holden
 (Leeds University Business School, UK)
 Prof. Dr. Thomas Steger

Concept

Culture is a multifaceted phenomenon that permeates every single aspect of international business activity. Its effects are wide-ranging. It variously carries world-views, shapes cross-cultural relationships and influences the global transfer of management knowledge. Accordingly, it directly affects the capacity of internationally active managers across a wide range of functions from marketing to HRM, from strategy to R&D, to operate effectively in cross-cultural contexts. This seminar will consider the status of culture in contemporary international research and suggest that the practical challenge is more than ‘managing cultural differences.’ It is about learning the art of cross-cultural collaborative learning.

The seminar will be limited to 25 participants.

Structure

Time/Place	Activity
30 Sept, 12 p.m.	Deadline to apply for participation (“first come – first served”) by email to sekretariat.fo@wiwi.uni-regensburg.de
19 Oct, 6-8 p.m. (W112)	Introductory meeting: <ul style="list-style-type: none"> - Overview of the seminar: Culture and the manager’s world - Group assignment and group tasks - Time schedule - Case study
2 Nov, 6-8 p.m. (W112)	Seminar meeting I: Part 1: Culture in international business: measures, models, assumptions Part 2: Hofstede in perspective
Week 45/46	(Mandatory) group consultations with Prof. Holden

9 Nov, 6-8 p.m. (W112)	Seminar meeting II: Culture in the manager's world: networks, knowledge and collaborative learning
16 Nov, 6-8 p.m. (W112)	Seminar meeting III: Contents to be announced
23 Nov, 6-8 p.m. (W112)	Seminar meeting IV: Contents to be announced
26 Nov, 2-8 p.m. (Altes Finanzamt, Room 319)	Seminar meeting V: Team presentations
10 Jan, 12 p.m.	Deadline to hand in team paper by email to thomas.steger@ur.de

Assessment

The assessment for the seminar will take the form of a group project. You will be assigned to a small team of 2-3 students and together you will have to do several achievements on a specific topic. The group's achievements should demonstrate its understanding of the topic in conceptual and theoretical terms.

The assessment will have three components.

1. Each group will give a **formal presentation** of its topic to the whole class. The presentation should last no more than 20 minutes and will be followed by about 20 minutes of questioning and discussing. This part accounts for 20% of the final seminar mark.
2. Each group has to submit a **team paper**. The paper will be a maximum of 8,000 words long (not including references or appendices) and will be written as a collective piece of work. This part accounts for 70% of the final seminar mark.
3. Each student's **individual contribution** to the classes is assessed as well. This part accounts for 10% of the final seminar mark

A success pass in the seminar is worth 6 Credits.

Questions?

All further questions and requests can be addressed by email to thomas.steger@ur.de