

ISSS

The Role of Culture in the Forces Driving the Globalization of Business

Contact hours

13

credit points

1

Lecturer

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Topics

learning outcomes:

- understand the market globalization drivers, such as common customer needs, global customers and channels, transferable marketing, global marketing infrastructure, lead countries
- understand cost globalization drivers, such as global economies of scale and scope, steep experience curves, global sourcing efficiencies, favorable logistics, differences in country costs, high product development costs, fast-changing technology
- understand government globalization drivers, such as favorable trade policies, compatible technical standards, common marketing regulations, government-owned competitors, government-owned customers, privatization
- understand competitive globalization drivers, such as high exports and imports, competitors from different continents and countries, interdependent countries, globalized competitors
- understand the role and elements of culture
- distinguish different cultures by context, degree of diversity, importance of ethnocentrism
- know important cultural studies, such as Hofstede's Five Cultural Dimensions

outline:

1. Political and Economic Globalization Drivers
2. Market Globalization Drivers
3. Cost Globalization Drivers
4. Government Globalization Drivers
5. Competitive Globalization Drivers

	<ol style="list-style-type: none">6. The Role of Culture7. Elements of Culture8. Context, Diversity and Ethnocentrism9. The Holy Grail of cultural Studies
References	Distribution of all reading material in class.
Teaching methods	<ul style="list-style-type: none">• Lectures• Discussions
Grading	written exam (60 minutes)
Teaching language	English