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

<table>
<thead>
<tr>
<th>Contact hours</th>
<th>13</th>
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<td>credit points</td>
<td>1</td>
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| Lecturer      | Prof. Dr. Peter Gordon  
Southeast Missouri State University, Cape Girardeau, USA |

## 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
<table>
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<tr>
<th>References</th>
<th>Distribution of all reading material in class.</th>
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| Teaching methods | - Lectures  
- Discussions |
| Grading | written exam (60 minutes) |
| Teaching language | English |