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

Contact hours	13
credit points	1
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

	6. The Role of Culture 7. Elements of Culture 8. Context, Diversity and Ethnocentrism 9. The Holy Grail of cultural Studies
References	Distribution of all reading material in class.
Teaching methods	• Lectures • Discussions
Grading	written exam (60 minutes)
Teaching language	English