



International Business and Negotiations

Introduction

Globalisation has changed the way we do business. Handling cultural differences is becoming more and more part of every management job. The challenge is how to manage cultural differences within organisations, e.g. between individuals, within teams, as well as between organisations from different countries. The module will explore the nature and meanings of culture, the implications of cultural differences on organisational behaviour, look into the qualities of the international manager and provide a perspective on the benefits of having a multinational team. Issues of communication, language, perception, attitude and belief will be addressed, together with aspects of management practice in an international context such as negotiation, team working and the training of expatriate managers.

Learning Outcomes

By the end of the sessions, students should be able to:

- Understand the differences amongst different national cultures
- Understand the process of becoming an 'international' manager
- Define the importance of the different aspects of culture in doing business
- Recognise the importance and advantages of 'multinational' teams
- Interpret different cultural aspects
- Broaden the views on other cultures
- Discuss the meaning of cultural empathy

Values and Attitudes

- Appreciate the complexity of international business environments and recognise the impact of globalisation at country and firm level.
- Appreciate cross-culture value, norms and practices and value culture sensitivity.
- Value cross disciplines integration.

Principal Text

- Deresky, Helen (2008) International Management – Managing Across Borders and Cultures, 6th Edition, London, Pearson.

Course Contents

- Introduction to Global Management
- Understanding the role of culture
Fons Trompenaar and Geert Hofstede
Linking assumptions: space, language, time
- The 'international' manager
- Linear active and multi active cultures and
The use of time
- 'Multicultural' teams and the communication process
- Culture and management practice
- Student presentations
- Student presentations
- China and Hong Kong – core beliefs and their consequences in business
- Japanese – as seen by others and the reality
- Arab Countries

Key areas to be addressed are:

- Working and communicating across cultures
- How our own culture and language affect the way in which we organise our world, think, feel and respond
- How different cultures accord status, structure their organisations and view the role of the leader
- Considerations when negotiating, selling and marketing
- Differences in etiquette and body language

Lecturer: Jose Scheuer

José Scheuer is a true international who lived and worked in four European Countries. She has a MSc from EAP-ESCP (Paris, Oxford, Berlin) and worked for 10 years for the Multinational Beiersdorf in Hamburg in Trade marketing, Brand management and International Marketing. She lectured at the Hanze University in the Netherlands in the subjects of Brand Management, Strategic Business Management, Marketing Research and E-Commerce.