

## COURSE DETAIL

### CULTURE AND BUSINESS IN AMERICA

**Country**

Spain

**Host Institution**

Pompeu Fabra University

**Program(s)**

International Business Economics

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

176

**UCEAP Course Suffix****UCEAP Official Title**

CULTURE AND BUSINESS IN AMERICA

**UCEAP Transcript Title**

CULTURE&BUS/AMERICA

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## **Course Description**

This course provides an interdisciplinary examination of the different political and socio-economical realities in the American continent and the cultural differences necessary to consider when conducting business in the various countries of North-, Central-, and South America. It covers local economics (prominent economic sectors, consumer expectations, and major multinational companies in the area), relevant economic barriers (trade laws and regulation, international and regional trade agreements and organizations), as well as managerial practices, including hands-on knowledge on constructive communication practices used in a cross-cultural context. Text: Hofstede, G., & Hofstede, G. J. (2005). Cultures and organizations: Software of the mind. NY: McGraw-Hill (ISBN0-07-143959-5)

## **Language(s) of Instruction**

English

## **Host Institution Course Number**

40106 / 51308

## **Host Institution Course Title**

CULTURE AND BUSINESS IN AMERICA

## **Host Institution Campus**

Pompeu Fabra University

## **Host Institution Faculty**

## **Host Institution Degree**

## **Host Institution Department**

ESCI International Business (Escola Superior de Comerç Internacional)

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