

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 Course Details**Host Institution Campus**

Pompeu Fabra University

Host Institution Faculty**Host Institution Degree****Host Institution Department**

ESCI International Business (Escola Superior de Comerç Internacional)

Course Last Reviewed

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