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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