COURSE DETAIL

INTERCULTURAL COMPETENCES AND STRATEGIC MARKETING IN BUSINESS EUROPE

Country
Germany

Host Institution
Free University of Berlin

Program(s)
European Studies

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Economics Business Administration

UCEAP Course Number
101

UCEAP Course Suffix

UCEAP Official Title
INTERCULTURAL COMPETENCES AND STRATEGIC MARKETING IN BUSINESS EUROPE

UCEAP Transcript Title
EUR BUSINESS CULTUR

UCEAP Quarter Units
4.50

UCEAP Semester Units
3.00

Course Description

The course examines the issues of intercultural competence, cultural identity, and cultural diversity in European business context. Various case studies are considered from strategic, organizational, and marketing perspectives. The course enhances understanding of the high variety of European business cultures and explores the corresponding variety of management and marketing styles. Special attention is paid to the present burning economic issues of the European Union, business ethics, and the standards of corporate social responsibility as well as to the challenging aspects of managing diversity and multicultural team development. Ethnically diverse markets are viewed as rich opportunities which ethnic communities offer. Companies in different parts of Europe are subject to analysis, including their efforts to work successfully across borders. Students are involved in a process of self-reflection through learning about the different stages of cultural assimilation in a European business environment.

Language(s) of Instruction
English

Host Institution Course Number
FU-BEST 11

Host Institution Course Title
INTERCULTURAL COMPETENCES AND STRATEGIC MARKETING IN BUSINESS EUROPE

Host Institution Course Details
http://www.fu-berlin.de/en/sites/fubest/prog/courses/11_european_business_cultu...

Host Institution Campus
Free Univ. Berlin

Host Institution Faculty
Host Institution Degree
Host Institution Department FU-BEST
Course Last Reviewed 2021-2022

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