

8. SRH INTERNATIONAL WEEK 2017: Course description

Title of Course:	Business Development in the Intercultural Environment
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer/Title/ Home University:	Anna Dewalska – Opitek, PhD University of Economics in Katowice, Poland
Course description/ Contents:	<p>The course will be conducted in the form of lecture (with presentations) and workshops (discussions, case studies, problem solving). It will cover the following topics:</p> <ul style="list-style-type: none"> • Business in the international environment (forms, market conditions, international market analysis) • Consumers attitudes and behavior towards international products and companies • Global vs. multicultural environment • How to choose an international market for business • Culture diversity • The influence of culture on business decisions (i.e.: 4P/ 4C): <ul style="list-style-type: none"> • Product properties, packaging, • Branding strategy, • Prices, • Place of sale, methods of sale (hard selling vs. soft selling), • Promotion (the role and methods of marketing communication, promotion tools – both traditional and modern). <p>Students will play an active role in the course, they will have to solve problems on international business and culture, will also prepare a marketing strategies for companies introducing their business to new markets (in the form of collective task developing students abilities and social competences).</p>
Learning outcome:	The main learning outcome of the course is to acquaint students with the significance of culture in business, introduce the culture diversity and its influence on business decisions, concerning products and packaging, prices, places and promotion.
Examination:	<p>Students will be divided into groups of 3-5 participants. Their task will be to prepare a business strategy for a new brand/ product introduced into a chosen foreign market taking into consideration the cultural environment. The subject of evaluation will be:</p> <ol style="list-style-type: none"> 1. Business decision made by each group of students (25%), 2. Creativity (25%), 3. Presentation of the business concept (25%) 4. Cooperation within the group (25%).
4 questions to be prepared by the students prior to arrival:	<ol style="list-style-type: none"> 1. Which factors influence an international business nowadays? 2. Have you ever had difficulties to communicate with someone from different country? If yes - why? 3. Are there any international products/ international companies you prefer? 4. Is there any international commercial/ advert you dislike? If yes – why?
Essential reading:	<ul style="list-style-type: none"> • Vveinhardt J., Dabravalskyt ė. (2014), Intercultural Competence and Internationalization: Benefits for the Development of Small and Medium Enterprises Expanding the Business in Foreign Markets, „Journal of Globalization and Business Management”, Vol. 2 No. 1 pp. 14-39 • Catherine Demangeot, Natalie Ross Adkins, Rene Dentiste Mueller, Geraldine Rosa

8. SRH INTERNATIONAL WEEK 2017: Course description

	<p>Henderson, Nakeisha S. Ferguson, James M. Mandiberg, Abhijit Roy, Guillaume D. Johnson, Eva Kipnis, Chris Pullig, Amanda J. Broderick, Miguel Angel Zúñiga (2013) Toward Intercultural Competency in Multicultural Marketplaces. "Journal of Public Policy & Marketing", Vol. 32, No. special issue, pp. 156-164.</p> <ul style="list-style-type: none"> • Elao M., Benjowsky Ch., Nummela N. (2015), Intercultural competences and interaction schemes — Four forces regulating dyadic encounters in international business, „Industrial Marketing Management“, Vol. 48, pp. 38-49 • Kwok Leung, Rabi S Bhagat, Nancy R Buchan, Miriam Erez and Cristina B Gibson: Culture and International Business: Recent Advances and Their Implications for Future Research. "Journal of International Business Studies" (2005) 36, pp.357–378, www.palgrave-journals.com/jibs/journal/v36 • Denise Pirrotti Hummel: Understanding the Importance of Culture in Global Business, May 2012, http://www.oracle.com • Monir H. Tayeb: International business. Theories, policies and practices, Harlow Pearson Education Limited, 2000
--	---