

<b>IMP 121      Cultural Environment</b>	
<p>The students gain a deeper insight into the corporate culture of other countries, especially China and India. They get to know different values, norms and working methods of the countries and develop understanding for other views, customs and traditions. They also deal with their own cultural characteristics and become aware of their own values and norms. They develop an understanding of cultural differences in other countries as well as interaction partners and are made aware of the special features of intercultural communication processes.</p> <p>In a mix of theory, practical exercises and case studies, students also analyse and evaluate typical cultural mistakes of companies in the international marketing context. Students work on problems in the course, such as the entry into the market of a (German) company in a foreign market or the launch into a foreign market, whereby the cultural aspect in particular is in focus.</p> <p>The aim of the lecture is to sensitize the students for other values, culturally different behaviour and other "Ways of Doing" in order to best qualify them for later possible assignment abroad. By understanding one's own values and others, costly misunderstandings of international employees can be avoided and international business relationships can be simplified.</p>	
<b>Assessment: tba</b>	
<b>Lecturer: Dr. Vermeer</b>	<b>ECTS: 3</b>