

## 10. SRH INTERNATIONAL WEEK 2019: Course description

<b>Title of Course:</b>	<b>Business Development in the Intercultural Environment</b>
<b>Language:</b>	English
<b>Course Type:</b>	Seminar
<b>Work Load:</b>	20 hours (including exams on Friday)
<b>Lecturer Position Home University Email</b>	<b>Anna Dewalska-Opitek</b> Department of Management of Organization Relations University of Economics Katowice - Poland <a href="mailto:a.dewalska.opitek@gmail.com">a.dewalska.opitek@gmail.com</a>
<b>Course description/ Contents:</b>	<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"> <li>• Business in the international environment (forms, market conditions, international market analysis)</li> <li>• Consumers attitudes and behavior towards international products and companies</li> <li>• Global vs. multicultural environment</li> <li>• How to choose an international market for business</li> <li>• Culture diversity</li> <li>• The influence of culture on business decisions (i.e.: 4P/ 4C): <ul style="list-style-type: none"> <li>• Product properties, packaging,</li> <li>• Branding strategy,</li> <li>• Prices,</li> <li>• Place of sale, methods of sale (hard selling vs. soft selling),</li> <li>• Promotion (the role and methods of marketing communication, promotion tools – both traditional and modern).</li> </ul> </li> </ul> <p>Students will play an active role in the course and they will have to solve problems on international business and culture. They will also prepare marketing strategies for companies introducing their business to new markets (in the form of collective task developing students' abilities and social competences).</p>
<b>Learning outcome:</b>	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.
<b>Examination:</b>	<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"> <li>1. Business decision made by each group of students (25%),</li> <li>2. Creativity (25%),</li> <li>3. Presentation of the business concept (25%)</li> <li>4. Cooperation within the group (25%)</li> </ol>
<b>4 questions to be prepared by the students prior to arrival:</b>	<ol style="list-style-type: none"> <li>1. Which factors influence an international business nowadays?</li> <li>2. Have you ever had difficulties to communicate with someone from different country? If yes - why?</li> <li>3. Are there any international products/ international companies you prefer?</li> <li>4. Is there any international commercial/ advert you dislike? If yes – why?</li> </ol>
<b>Essential reading:</b>	<p>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, <a href="http://www.palgrave-journals.com/jibs/journal/v36">www.palgrave-journals.com/jibs/journal/v36</a></p> <p>Denise Pirrotti Hummel: Understanding the Importance of Culture in Global Business, May 2012, <a href="http://www.oracle.com">http://www.oracle.com</a></p>

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	<p>Phillip Kotler, Gary Armstrong: Principals of Marketing, Global Edition, Pearson Academic Computing, 2011 <a href="https://lisensistainpalopo.files.wordpress.com/2014/10/philip-kotler-gary-armstrong-principles-of-marketing-14th-edition-2011.pdf">https://lisensistainpalopo.files.wordpress.com/2014/10/philip-kotler-gary-armstrong-principles-of-marketing-14th-edition-2011.pdf</a></p>
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