

## Courses in English Course Description

<b>Department</b>	10 Business Administration
<b>Course title</b>	<b>Cross-cultural Management: Regional Specialization</b>
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	5
<b>Course objective</b>	<p>Professional competences: By the end of the module, students should:</p> <ol style="list-style-type: none"><li>(1) Adopt an Asian business perspective, focusing particularly on the changing business environment for European firms.</li><li>(2) Understand the political, economic, and business environments of leading, individual East Asian business systems (most notably China, Japan, and South Korea) and their implications for organisations and actors within them interested in operating in these economies;</li><li>(3) Have an awareness of the complexity of doing business in Asia and how these relate to Euro-Asia management and marketing practices;</li><li>(4) Appreciate business customs and cultural values across the three countries and resultant barriers that can arise when engaging with Asian organisations and markets.</li></ol> <p>Technical competences: After successful completion of this module, students will be able to</p> <ol style="list-style-type: none"><li>(1) Reflect norms, practices and conventions in Asian business cultures;</li><li>(2) Display a critical and self-reflective approach to intercultural communication and navigate the change of Euro-Asian settings;</li><li>(3) Adapt communication styles and behaviour to effectively engage with Asian organisations and actors within them.</li></ol> <p>Social competences: After successful completion of this module, students will be able to</p> <ol style="list-style-type: none"><li>(1) deal with challenges emerging from cross-cultural engagement with Asia;</li><li>(2) work with people from Asian cultures and learning from them;</li><li>(3) see conflicts as an opportunity and Euro-Asia diversity as a source of creativity.</li></ol> <p>Personal competences: After successful completion of this module, students will be able to</p> <ol style="list-style-type: none"><li>(1) Recognise cultural similarities and differences and understand what these mean;</li><li>(2) Reflect on cross-cultural experiences in an Euro-Asia context and learn from them;</li><li>(3) Remain effective in unclear situations 'without' becoming overly anxious.</li></ol>
<b>Prerequisites</b>	Seminars 2.2, 3.2, 5.2

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<b>Recommended reading</b>	<p>Asakura (2017). Brief overview of the current startup ecosystem in Japan Stanford, Y.-svnj.squarespace.com/s/SVNJ-working-paper-2017</p> <p>Buckley, P., Clegg, J., Cross, A. Liu, L., Voss, H. and Zheng, P. (2007). The determinants of Chinese outward foreign direct investment. <i>Journal of International Business Studies</i>, 38(4), 499–518.</p> <p>Carney, M. (2008). <i>Asian business groups: Context, governance and performance</i>. Oxford: Chandos.</p> <p>Cavusgil, S. Tamer, Gary Knight, and John Riesenberger (2011). <i>International Business: The New Realities</i>, 2/E, New Jersey: Prentice Hall.</p> <p>Chen, M. (2004). <i>Asian management systems</i>. Singapore: Thomson.</p> <p>Daniels, J., Radebaugh, L., and Sullivan, D. (2010). <i>International Business – Environments and Operations</i>, Pearson.</p> <p>Dicken, P. (2010), <i>Global Shift: mapping the changing contours of the world economy</i>, London: Sage.</p> <p>Brownas, G., Powers, D. and Hood, C. (2003). <i>Doing business with the Japanese</i>. Direct Image.</p> <p>Buckley, P. and Horn, S. (2009). Japanese multinational enterprises in China: Successful adaptation of marketing strategies. <i>Long Range Planning</i>, 42(4), 495–517.</p> <p>Fields, G., Katahira, H. and Wind, J. (1999). <i>Leveraging Japan: Opening the gateway to Asian growth</i>. Jossey Bass Wiley.</p> <p>Financial Times (2003). "A leap over the cliff: are the big profits to be made in China blinding foreign carmakers to the risks ahead?", 25th August.</p> <p>Goldman Sachs (2003). <i>Global Automobiles: The Chinese Auto Industry</i>, February, available at <a href="http://www2.goldmansachs.com/hkchina/insight/research/pdf/chinese_auto_industry.pdf">http://www2.goldmansachs.com/hkchina/insight/research/pdf/chinese_auto_industry.pdf</a>.</p> <p>Griffiths, M. (2013). <i>Consumers and individuals in China: Standing, out fitting in</i>. Abingdon: Routledge.</p> <p>Hemmert, M. (2017). <i>The evolution of tiger management: Korean companies in the world market</i>. Abingdon: Routledge.</p> <p>McCreery, J. (2000). <i>Japanese consumer behaviour</i>. Curzon Press</p> <p>Pudelko, M. (2005). Continuity versus change: The key dilemma for Japanese management. In Haak, R. and Pudelko, M. (eds.), <i>Japanese Management</i>. New York: Palgrave Macmillan, pp. 241-252.</p> <p>Robins, F. (2013). The uniqueness of Chinese outward foreign direct investment, <i>Asian Business &amp; Management</i>, 12(5), 525–537.</p> <p>Rowley, C. and Paik, Y. (2009). <i>The changing face of Korean management</i>. Abingdon: Routledge.</p>
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>•Interactive seminar</li> <li>•Group work</li> <li>•Case studies</li> <li>•In-class Presentations</li> <li>•Independent and guided reading</li> </ul>
<b>Assessment methods</b>	ModA
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Sierk Horn
<b>Email</b>	<a href="mailto:sierk.horn@hm.edu">sierk.horn@hm.edu</a>
<b>Link</b>	
<b>Course content</b>	<p>The Covid-pandemic has ushered in a new era in which the economic importance of Asia is now obvious. It will become even more critical to build functioning organisations in such an increasingly interconnected world cultural. And cultural considerations are key to meaningful Asian business interactions. As a consequence, students need to hone their intercultural competence skills to perform well in future specialist or executive positions at home or abroad. This advanced module provides a deeper understanding of cross-cultural management and marketing practices with a regional emphasis on the nature of business in and organisations from East Asia. The module encourages student engagement with Asia's three largest economies – China, Japan, and South Korea – while paying attention to self-reflective consideration of their cultural background. Upon completing this module, students should demonstrate the necessary knowledge, skills, attitudes and awareness to operate more effectively in Euro-Asian business environments.</p>
<b>Remarks</b>	