

Regional Cultural Studies (France, Spain, China)

If you have specific questions about the content of this module, you should contact the responsible module coordinator: Ms. Andreia Carita, e-mail: a.m.carita@hva.nl

3000RCS_20	Regional Cultural Studies	5 ECTS
3020RCS_PJ	Project	50%
3020RCS_OP	Assignment	50%

Brief Description

This course will provide students with global cross-cultural ability which is necessary to understand how organizations of the chosen language region are establishing themselves in European markets. It will focus on understanding the significant cross-cultural opportunities and challenges of organizations of the chosen regions in conducting business in an European country, with a particular reference to the Dutch corporate environment. It will also explore the interplay between national culture and corporate culture and how this affects international business decisions when expanding abroad.

Project (50%)

In groups, you will act as a consultancy group for organizations of your chosen region and you will be in charge of providing relevant information for these prospective entrepreneurs to establish their business or create a new enterprise in the Netherlands. You will create blog posts every two weeks that reflect your understanding of the learning material. For instance, the information presented in the blog can be reflection and/or opinion articles about the cross-cultural challenges that parent companies from the language of the chosen region are facing when merging, expanding or being taken-over in an European market. You will be required to comment 3 times on classmates' posts. A grade will be given to the quality of the blog and to the application of cultural theories to the content of the blog. Also, part of the grade will be obtained from peer assessment. At the end of the semester, you will have the opportunity to showcase the contents you have created through an event of mandatory attendance.

Assignment (50%)

Weekly case work (25%)

Each week you will work on cases individually. You will upload your write-up before each tutorial class. A late submission will result in -1 point. At the end of the semester, one case will be randomly selected to grade. The grade for case work is based on the quality of the work that has been submitted and on the application of theories.

Leading the class in case work (25%)

In groups, you will lead the class on case work once per semester. You will start by preparing the case outside of class. Each group will write a preparation page on how they plan to approach the class session and upload it on Brightspace before class. A hard copy will be handed in on the day you are leading the class. The grade will be obtained from peer assessment and the grade given by the lecturer.

Learning Goals

The student can:

- Recognize the significant cross-cultural challenges and opportunities of the chosen language region companies in conducting business in the Netherlands.
- Analyse the distinctions between two corporate cultures from headquarters of the country of origin and subsidiary of the country of expansion and assess the ability to function effectively in the corporate culture of the subsidiary.



- Use corporate culture as business strategy to help organizations face the challenges of cultural adaptation and creation.

Location

[Fraxilemaborg: 133](#)

Study Programme Department

International Business