



Please note that this is not the Notification of selection results.

## Welcome to the University of Gävle and the Faculty of Education & Business Studies

COURSE Comparative Management Culture 7,5 credits

IDENTIFYER FEA230

APPLICATION CODE 21155

COURSE PERIOD Weeks 14-23 (VT 2016)

[SYLLABUS](#)  
[SCHEDULE](#)

PERIOD FOR SELF REGISTRATION THROUGH THE STUDENT PORTAL 2016-03-29—2016-04-03

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If you are registered and choose to discontinue your studies you have to report it in the Student Portal within three weeks from the course start. If you choose to discontinue your studies later than three weeks into the course you need to contact your faculty secretary.

### GET STARTED WITH YOUR STUDIES!

More information at [www.hig.se/newstudent](http://www.hig.se/newstudent)

#### 1 COMPUTER ACCOUNT

You can collect your computer account at [webkonto.student.hig.se](http://webkonto.student.hig.se) two weeks before the semester starts. Your computer account gives you access to the University web services.

#### 2 THE STUDENT PORTAL

Please register for your course through the Student Portal at [studentportal.hig.se](http://studentportal.hig.se)

#### 3 BLACKBOARD

The Blackboard platform is a web-based learning management system where you can find course material. Log in via the Student Portal, find your course and enroll.

Course ID in BB

Access code If needed an access code will be sent to you in a separate email.

Period for enrolling

### Registration for exam

Registration for ordinary exams as well as re-examinations via the Student Portal is mandatory. You can register for exams five weeks before the exam date at the earliest and no later than ten days before the exam date. Please note that no post-registrations will be accepted. If you for some reason are unable to write the exam at campus, you can apply to write the exam at another location. The application must be submitted no later than three weeks prior to the exam date. Contact your faculty for more information.



UNIVERSITY OF GÄVLE  
Department of Business and Economic Studies  
Course coordinator: Maria Fregidou-Malama

March, 2016

## WELCOME TO THE COURSE COMPARATIVE MANAGEMENT CULTURE

### GENERAL INFORMATION & GUIDELINES

Dear student, I look forward cooperating with you. There needs to be flexibility to allow for maximum utilisation of resources and time to give you the greatest opportunity to benefit from teaching and assignments. The sessions are designed to be interactive so you will have the opportunity for discussions, case studies or application of your own and others' experience to the topic under review.

This module aims to assist students to understand the importance of culture in international business and to demonstrate skills and ability to participate in research or development work. Whether you work in Sweden, or in the international context, understanding the role of culture is important.

*Upon completion of the course students can be able between others to the following:*

- Demonstrate thorough knowledge on theories and key concepts of culture
- Critically analyse and examine the role of culture and its importance for management and marketing
- Analyse cultural differences at national, organizational and managerial level
- Demonstrate knowledge on the culture of selected countries and its implications for management
- Demonstrate methodological knowledge in the field of culture and organisations
- Demonstrate the ability in critical thinking, independent work, teamwork, research skills as well as communication skills with different audiences
- Demonstrate awareness of ethical aspects of research work and its role for business and the society
- Demonstrate the ability to identify personal needs for further knowledge and take responsibility for the own learning.

This is a part-time course with a weight of 7, 5 ECTS (European Credit Transfer System) credits. The course starts week 14/2016 on The 4<sup>th</sup> of April at 13:00. Grading is calculated on a total of 100 marks. You are expected to attend and prepare for the classes. Please, participate to discussions, your thoughts are very important in our work to develop new knowledge and critically discuss existed knowledge. Consultation times of your lecturer for academic-related issues are scheduled after each session for one hour.

The major elements of this course are divided into five parts:

- (1) *Literature review* of a chapter in the course books gives 5 marks.
- (2) *Written examination on the literature*, gives 50 marks.
- (3) *Case seminar* gives 10 marks.
- (4) *Article seminar*, gives 10 marks.
- (5) *Research Work Seminar* based on interviews or questionnaires with firms carries the major weight of the assignments and gives 25 marks.

The final grading of the course will be as you can see below, I use the ECTS system:  
< 35 = F, <36-49 = Fx, 50-59 = E, 60-69 = D, 70-79 = C, 80-89 = B, 90-100 = A.

As most contacts, assignment submissions and results will be announced on BLACKBOARD, it is recommended you get enrolled as a course participant on the BLACKBOARD. Please check the course schedule as there may be changes in the planning from time to time. I will open blackboard in the middle of March.

The students will work in teams for preparation and taking part in discussions on literature, research, the case and articles. Three/Five students will form a group; it will depend on the number of students in the course. The students will build teams the first day we meet. In the groups should people with different gender, ethnical background and age be members. It is recommended teams with same participants work in the assignments and cooperate during the course period. I and my colleagues organize the groups you will belong the first day we meet.

This module has all together five examination moments and a participant needs to pass all of them separately. For passing an exam, it is required to get minimum 50% of the total marks. In teamwork, the group will be graded together. However, failing to properly participate in the teamwork may need an individual to do extra assignment and individual performance is important and will be evaluated during all discussions. The written exam and oral presentations will show a participant's individual performance while team works are intended to demonstrate how efficiently students can solve problems by joint efforts. All the scores from the exams and the students' contribution in classroom will be added together for final grading. If you cannot participate in the seminars for a special reason (only) you must do an alternative assignment.

### **Course Literature**

Hofstede, G., Hofstede, G.J., and Minkov, M., 2010, *Cultures and Organizations: Intercultural cooperation and its importance for survival*, USA. McGraw -Hill.

Trompenaars, F. and Hampden-Turner, C., 2011, *Riding the Waves of Culture: Understanding Cultural Diversity in Business*, Boston, NB Publishing.

I also recommend another book for further reading:

Minkov, M. 2013. *Cross-Cultural Analysis: The science and art of comparing the world's modern societies and their cultures*, Sage Publications, Inc. USA.

Due to the research base to this program, it is imperative that you read widely. Professional journals and publications should become a routine part of your reading and are essential for the preparation and writing of assignments. Readings and cases must be read and prepared for discussion in the relevant lecture, even if you are not presenting. All your assignments will be uploaded on blackboard.

In this module I cooperate with my colleagues Daniella Fjellström, Michelle Rydback and Silvana Begaj, but I hope you will also meet exchange teachers from China who will be on exchange at our department

**GOOD LUCK AND WELCOME!!!**

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