Course Syllabus

Code - Course Title	**TRZ364 - Cross-Cultural Management**
Course Type	VI. SEMESTER
Laboratory + Practice	2+1
ECTS	**4.0**
Language of Instruction	İngilizce
Course Type	Area Elective Courses
Course Instructor(s)	

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	It is recommended for students who are/will be taking this course should take İSL223 Business Management.
Recommended Resources	Browaeys, M. J., & Price, R. (2019). Understanding cross-cultural management. Pearson.
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The fundamental determinants of culture	
Week - 2		Hofstede’s value theory of culture and the GLOBE study	
Week - 3		Business culture in the Western world	
Week - 4		Business cultures in Asia	
Week - 5		Business cultures in Africa	
Week - 6		Business cultures in the Middle East	
Week - 7		Peculiar aspects of conducting business in Türkiye	
Week - 8		Cultural dimensions and dilemmas	
Week - 9		Various styles of management	
Week - 10		Leadership in different cultural settings	
Week - 11		The effects of culture on consumer preferences	
Week - 12		Business communication across cultures	
Week - 13		Country presentations	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Country presentations	

Learning Outcomes

#	Learning Outcome
1	Describing the fundamental determinants of culture
2	Explaining dimensions of culture based on Hofstede’s value theory of culture and the GLOBE study
3	Describing business culture in the Western world
4	Describing business cultures in the Asia
5	Describing business cultures in the Africa
6	Describing business cultures in the Middle East
7	Explaining peculiar aspects of conducting business in Turkey
8	Describing culture dimensions and dilemmas
9	Describing various styles of management
10	Explaining leadership in different cultural settings
11	Describing the effects of culture on consumer preferences
12	Describing business communication across cultures

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.