



APPLIES TO ACADEMIC YEAR 2014/2015

MBA 2384 European Management

Programme

Master of Business Administration - China

Responsible for the course

Rolv Petter Amdam, Randi Lunnan

Department

Department of Strategy and Logistics

Term

According to study plan

ECTS Credits

5

Language of instruction

English

Introduction

This course gives an introduction to what characterizes European management practices in a global perspective. The course will start by raising two questions. First, what is typical for European management compared to American and Chinese management practice? Second, how should we understand difference among European countries regarding management practice? During the course these questions will be examined by focusing on three topics, which are communication across cultures, negotiation and international HRM. These topics will be discussed through lectures, cases and company visits.

Learning outcome

After completion, the participants should have:

Acquired knowledge and skills:

Knowledge about key theories and concepts in international management

Knowledge about differences between European countries regarding management practice

Knowledge about the role human resource management, communication style and negotiation practice in Europe

Skills in applying core models and concepts in international management to practical situations.

Skills in how to communicate and negotiate across cultures

Reflection:

Ability to reflect on the meaning of culture and understand its impact on own management practice

Prerequisites

Bachelor degree or equivalent, 4 years work experience, managerial experience and good written and oral knowledge of the English language. Please confirm our Student regulations.

Compulsory reading

Books:

Browaeys, Marie-Joëlle and Roger Price. 2011. Understanding cross-cultural management. 2nd ed. Pearson. 402 pages

Other:

Selected cases

Recommended reading

Course outline

1 st day:	Introduction to European management - Company visit
2 nd day	Communication styles in Europe
3 rd day	Negotiations between Europeans and Chinese - Company visit
4 th day	International HRM in Europe - Company visit

Computer-based tools

None

Learning process and workload

The course is conducted as a teaching module, where students have classes including company visits all day for four subsequent days, a total of 32 hours.

Examination

The students are evaluated through an individual written assignment, accounting for 5 ECTS credits.

Examination code(s)

MBA 23841 -individual written assignment; accounts for 100% to pass the program MBA 2384; 5 credits

The course is part of a full MBA and all evaluations must be passed in order to obtain a certificate for the degree.

Examination support materials**Re-sit examination**

At the next ordinary exam.

Additional information