



UNIVERSIDAD COMPLUTENSE DE MADRID

Universidades Norteamericanas Reunidas

(Breve descripción de la asignatura / Brief Course Description)

Management in a Global Market

This course aims to provide the student with examples of different national management styles that give organizations an advantage to compete in a global marketplace. The overall aim of this course is to understand how organizations can add value in a multicultural world, and provide students with examples through case studies, of how cultural differences should be addressed when companies from different cultures interact in business situations. The course will consider organizational behavior, business strategy, human resources management, business ethics, and communication issues, in the international environment. The importance of cultural competence and communication are key components to this course, and students will study texts from international players in the global market and theories of cultural competence from experts in the field. At the end of the course students should be able to identify cultural components that affect organizations in different countries and how corporate managers can work successfully to ensure that the company mission is in line with the expectations of the consumers and organizational development and success

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