

# ***THE INSTITUTE OF ECONOMIC AND POLITICAL STUDIES***

## ***CAMBRIDGE***

### **INTERNATIONAL BUSINESS CULTURES**

#### **Course Description**

This course is concerned with the interface between and conduct of trade and business given the current institutional framework and policy environment of the referent countries of Europe and beyond. The emphasis will be on the differing national business cultures analyzed on a comparative basis. Topics will include definition of business culture; business cultures in the 21st century and regional groupings. Each of the referent countries will have its business culture defined and located in a multi-level analysis, including the contextual approach. The determinants of culture in its wider and more specific sense will be related to history, geography, the economy, and the political structures and processes. Contending theories of integrationist ideology, corporate and dirigiste thinking, and tensions between globalist policies and supra nationalist solutions at both the national and international levels will be examined.

#### **Lecture List**

Week 1	Definitions, culture and civilisations
Week 2	The Four Tier Model
Week 3	Business cultures: the central European and Russian dimension
Week 4	The consequences of globalisation for business cultures
Week 5	Business culture in Britain
Week 6	Business culture in Germany
Week 7	Business culture in Netherlands
Week 8	Business culture in Italy
Week 9	Business culture in France
Week 10	Business culture in the Spain
Week 11	Business culture in the information age
Week 12	Final papers

#### **Reading List**

Bobbitt, Philip	The Shield of Achilles: War, Peace and the Course of History (consult Part 3 only, pages 667 – 675)
Davidson, J. & Rees-Mogg, W.	The Sovereign Individual
Goldsmith, J.	The Trap

Gray, J.	False Dawn: The Delusions of Global Capitalism.
Hampden-Turner, C.	The Seven Cultures of Capitalism
Hampden-Turner, C. & Trompenaars, F.	Building Cross Cultural Competence
Hutton, W.	The State We're In
Landes, D.	The Wealth & Poverty of Nations
Randlesome, C. et al	Business Cultures in Europe
Thurow, L.	The Future of Capitalism
Trompenaars, F. & Hampden-Turner, C.	Riding the Waves of Culture
Wiener, Martin J.	English Culture and the Decline of the Industrial Spirit 1850 - 1980

The Economist  
The Financial Times

### **Method of Assessment**

One presentation to the class during the course  
Two essays of at least 2500 words  
    The first to be submitted at the end of week 5  
    The second at the end of week 12

Note: If enrolment for this particular course is too low for it to be held as a two hour seminar with two required essays per semester it may be possible to run it as a one hour supervision with three essays per semester.