

# 80242 - Doing Business in America

## Informació de la Guia Docent

**Llengua de docència:**

Classe Magistral: Grup 1: Anglès

**Nombre de crèdits:**

6.0 ECTS

## 2. Presentació de l'assignatura

Through the global scale of internationalization, political, economical, and social dimensions are challenged by market expansions and technological advancement. Businesses are tied to multiple dimensions of cultural and ethical standards that increase uncertainty and initiate rapid and unexpected changes in business practices. Governments and businesses must keep up with global trends if they wish to retain their strategic and structural competitive edge. This course is designed to introduce you to the different political and socio-economical realities in the American continent.

In particular, our classes will aid you to comprehend how to adjust to the cultural differences when planning and conducting business in the various countries of North-, Central-, and South America. During the course, you will get familiar with analytical means and suitable communication practices in the interdisciplinary field of culture and business. You will also gain a better understanding on how cultural dimensions (Hofstede and Hall) affect negotiations and business success. By using socio-economic analysis and learning about the differences in values and customs of people, you will gain a better understanding of various views, motivations, and practices in the business reality of the American countries.

Aided by theoretical knowledge and by means of group exercises, class discussions, short cases and news analysis, you will also be exposed to the practical aspects of doing business in America. You will increase your knowledge about local economics (prominent economic sectors, consumer expectations, major multinational companies in the area), relevant economic barriers (trade laws and regulation, international and regional trade agreements such as USMCA, MERCOSUR, CSME etc. and organisations) and learn about actual managerial practices including hands-on knowledge on constructive communication practices used in a cross-cultural context.

By the end of the course, you should be able to develop a more suitable mix of traditional and new forms of communication in order to successfully work with clients, in procurement, and employees from the different countries of America. While obtaining a critical view on business practices you should be able to gain an elevated level of expertise about how to conduct business efficiently in these counties. Overall, the course is designed to aid your successful coping with strategic decision-making processes when negotiating and working with countries in the American continent.

## 4. Continguts

Our interdisciplinary course moves both on the macro and the micro levels

### 1. Macro-analysis

- a.
- b. Some historical view will lead us to basic analytical elements (socio-political, economical and cultural) using the CAGE model and ratings comparing the different countries in America
- c.
- d.
- e. Economic advantages (absolute, comparative and competitive) and the prominent economic sectors (agriculture, industry and services) in the area
- f.
- g.
- h. Free trade and protectionism (trade barriers); international and regional economic integrations in America
- i.

### 2. Theories of Culture

- a.
- b. The concept of culture (cultural relativism; tradition and change in culture; local, regional, and national culture)
- c.
- d.
- e. Cultural dimensions:
  - f.  
  
Hofstede (PD, I/C, M/F, AUA, LTO) and  
Hall (time, space, context, information flow)
  - c.
  - d. The importance of cultural dimensions in doing business in America
  - e.

### 3. Micro-analysis – company level

Business protocol and negotiations applying cultural dimensions to business:

- a.
- b. MNCs and business culture in South-America
- c.
- d.
- e. Managerial and business culture differences in North-American MNCs
- f.
- g.
- h. Cross-cultural competencies in companies located in Central-America
- i.

**Note:** The course is interdisciplinary by nature: it concentrates on theoretical and practical knowledge originating in different social science disciplines such as economics, management, political sciences, international business, cultural anthropology and intercultural communications.

## 5. Sistema d'avaluació i qualificació

The lecturer will use different learning styles in classes. There will be several forms of assessment during this course, including continuous evaluation and synthesis: you will have quizzes, comprehensive exams, group assignment essays and presentations that you will present to the class.

Your final grade will be computed from the following elements:

**Continuous evaluation:**

News presentation	5%
Tests	15%
Country analysis/case study	20%
Participation	10%
.....	
50%	

<b>Synthesis:</b> Final exam	50%
.....	
100%	

## 6. Objectius de desenvolupament sostenible

- SDG 4: Quality education
- SDG 8: Decent job and economic growth
- SDG 9: Industry, innovation and infrastructure
- SDG 12: Responsible consumption and production
- SDG 15: Life on Earth
- SDG 16: Peace, Justice and strong institutions