

Introduction: How to study

This topic is about “Doing business in a multicultural world”.

1. As introduction of the topic, you will watch a TEDx Talk video about ‘Cultural difference in business’.
2. After that you will read 6 pages of text about why business contributes to intercultural dialogue and the importance of managing cultural diversity in companies.
3. Afterwards, a forum is opened in which certain questions related to the topic will be discussed by all course participants. The forum will be facilitated by a moderator.
4. Additional reading material is provided to support you in your learning process.
5. The next part of the lesson consists of a face-to-face lecture in which you will learn more about the topic of doing business in a multicultural world. At the end of this session, you will do a case study together with the other course participants.
6. Finally, there is a quiz in which you will test yourself on the topic by answering three single choice questions.