

Introduction: How to study

This topic is about “Multicultural Business Organizations”.

1. As introduction of the topic, you will watch a video about ‘How cultural differences affect business’ by Erin Meyer, an international business expert and professor.
2. After that you will read 4 pages of text about the characteristics, opportunities and challenges of Multicultural Business Organizations. Furthermore, you will learn more about the connection of Hofstede’s Cultural Dimensions model and business organizations.
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 multicultural business organizations. At the end of this session, you will conduct an exercise together with the other course participants.
6. The last part of this lesson is a quiz in which you will test your knowledge on the topic by answering three single choice questions. In addition, you will be asked to give feedback and suggestions of improvement on the entire Module II.