

LECTURE

INTERCULTURAL BUSINESS

WED 18 MAR, 12.45 h



Intercultural Business Management is the combination of knowledge, insights and skills which are necessary for adequately dealing with national and regional cultures.

At this Introduction lecture, we will analyze how to recognize differences in business cultures and the reasons behind it.

Olaf Burgers is a specialist in Intercultural Management.

He has been able to bring this into practice by working on C-level in 14+ countries on 4 different continents.

ALWAYS WONDERED HOW IT IS TO DO BUSINESS WITH OR IN OTHER CULTURES?

BONUS!

At the end of this lecture, there is an opportunity for 1 student to put his or her study into practice by earning a job at Olaf his company in Armenia.

The company specializes in large projects in the areas of Education and Aviation.

The selected student will start as a 'spider in the web', taking the role of researcher, where he/she will be involved in every process of the company.

Company's objective is to let every team member grow into his/her ideal role, which makes long term employment possible.