

GB collaborative course with the [International School of Business, HAN University of Applied Sciences](#)

GBS303 Crossing Borders Without Crossing Borders

How do large international firms communicate their commitment to [sustainable development goals \(SDGs\)](#) while promoting their products in different countries?

What role does culture play in companies' marketing?

How can I gain the intercultural competence to work effectively in an international team?

Don't miss this opportunity to answer these questions and more!


Format: Joint Japan-Netherlands classroom sessions connected online. Learn and use Hofstede's Cultural Dimension Theory. Study marketing communication and SDGs. Work together in a small team with students in the Netherlands to develop a business case study on a global company of your choice. Develop your marketing and sustainability knowledge plus the cultural awareness necessary to work effectively in cross-cultural international teams.

Schedule: Workshop sessions on the first six Friday afternoons of Fall semester, 16:00 - 18:15 (1 credit course).

Instructors:

[Ingrid Van Rompay-Bartels, PhD](#)
International School of Business
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[Raising Global Citizens @ Home website](#)



[Clinton Watkins, PhD](#) 
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