**Module Title**
Cultures – What makes them different?

<table>
<thead>
<tr>
<th>Module Code</th>
<th>Hours per week</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>CUL</td>
<td>4</td>
<td>1 Semester</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module Instructor</th>
<th>Lecture type</th>
<th>Pre-requisite(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heinz Hager, M.A.</td>
<td>Interactive seminar with group exercises</td>
<td>none</td>
</tr>
</tbody>
</table>

**Objectives**
Knowledge of the main mechanisms which produce and modify national cultures, and the underlying theoretical frameworks.

Having completed this module successfully, students will have an enhanced perception of structural differences in culture and their impact on social and economic processes.

**Content**
- Definitions of “culture”
- Categories of cultural differences
- Minor replication studies
- Analysis of life cycles of selected historical cultures
- Description of modern democratic cultures
- Analysis of potentials resulting from cultural diversity

**Grading/ Evaluation:** Study thesis, presentation

**ECTS-Credits:** 5

**Text book/ teaching material:** e.g. Geert Hofstede, G.J. Hofstede, Cultures and Organizations, McGraw Hill, latest ed., Fons Trompenaars, C. Hampden-Turner, Riding the Waves of Culture, Nicolas Brealey, latest ed.