



New GB collaborative course with HAN University of Applied Sciences for Fall 2022

Crossing Borders Without Crossing Borders (GBS303)

*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' messaging and marketing in different countries?

Students will answer these questions by developing a business case study of a firm's SDG-related marketing in the Netherlands and Japan, using concepts including Hofstede Cultural Dimension Theory.

AIU and **HAN** students will work together in a small group to develop their case study. Faculty will provide instruction on key concepts and guide students through individual and teamwork tasks. The course develops students' knowledge of marketing and sustainability as well as boosting students' cultural awareness and ability to work effectively in international cross-cultural business teams.

Schedule

An online workshop session together with **HAN** students each week for the first six Fridays of Fall semester, 16:00 - 18:15. The workshop session includes both instruction and group work on the business case study. An optional 30 minute Q&A session will be held weekly. This is a 1 credit course.

Instructors



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