wir827 - Business Organizations and Cultural Change in Society

Module label  Business Organizations and Cultural Change in Society
Module code    wir827
Credit points  6.0 KP
Workload      180 h

Used in course of study
- Master's Programme Business Administration, Economics and Law > Schwerpunkt “Führung von Unternehmen und gesellschaftliche Organisationen” (FUGO)
- Master's Programme Business Administration, Economics and Law > Schwerpunkt “Management, Entrepreneurship, Controlling” (ManECo)
- Master's Programme Business Informatics > Module der Wirtschafts- und Rechtswissenschaften (Master)

Contact person
Module responsibility
- Jörn Hoppmann

Authorized examiners
- Irene Antoni-Komar

Module counseling
- Irene Antoni-Komar

Entry requirements
Skills to be acquired in this module
Students will:
- analyse the reciprocal interaction between business organizations and society
- identify cultural processes (e. g. social acceleration, relationship between technology and society, subjectification, scientification, medialization).
- understand and interpret the meaning of products and services for social practices

Module contents
Business organizations are a product of culture, but at the same time organizations themselves shape our culture. That means that on one hand organizations are influenced by cultural processes, e. g. through the changing demand for products and services or changes in our legal system. Organizations are also greatly influenced by informal social perception. What is accepted and non-accepted business practice? This social perception has direct positive or negative influence on business reputation. On the other hand, the influence of business organizations on cultural processes has hardly been acknowledged and examined by scientists. Therefore this is the focus of the module: Corporate strategies are cultural propositions. With their business strategies and their own cultural and social practices business organizations influence significantly how a society changes over time. In this module the economic interaction between suppliers and consumers is discussed by reading and discussing scientific literature during lecture. In the seminar students will present case studies.

Reader's advisory

Links
- http://www.laub.uni-oldenburg.de/29711.html

Language of instruction  German
Duration (semesters)  1 Semester
Module frequency  jährlich
Module capacity  unlimited
Modulelevel  SPM (Schwerpunktmusul)
Modulart  Wahlpflicht

Lern-/Lehrform / Type of program
Vorkenntnisse / Previous knowledge

Examination  Time of examination  Type of examination
Final exam of module  during the semester  presentation and term paper or written exam or oral exam

Course type  Seminar

SWS  4.00
Frequency  SuSe
Workload attendance  56 h