

# BSc in Business, Language and Culture – BSc BLC

**BSc BLC will give you knowledge about how international business conditions are affected by cultural differences. You will learn to work with sustainability and cultural awareness inside as well as outside the company when doing business across national and cultural borders.**

## When business meets culture

When doing business internationally, managers and specialists not only need to be skilled in economics and business administration. They must also understand international and local cultural and business conditions. You will learn about differences and similarities between countries and cultures – and how companies and other organisations can best handle the challenges that such differences create. This could for example be when developing and implementing sustainable business solutions.

Companies need to be sensitive to the cultural context when they enter new markets – or they negotiate and work together across borders in order not to misunderstand each other. Or imagine the challenges of an international company that wants to develop a corporate identity that management and employees can relate to and understand in all its subsidiaries in many different countries. Just how does a company develop the cultural awareness that allows it to make sense of and navigate between partners, authorities and customers in Buenos Aires, Copenhagen, Munich, Seattle and Paris? Especially, when working with sustainability and social responsibility, how do companies bring people together around ideals and ideas that may clash with culturally based traditions and perceptions in some countries or markets?

## Understanding international business conditions

BSc BLC will provide you with a broad understanding of business administration. You will gain insights into the fields of international business, economics, finance, statistics, strategy and accounting and learn how to identify and solve business and organisational challenges. Additionally, you will learn about sustainable business strategies in a global business context.

## Language as a key to understanding culture and society

You will explore the business settings, language and culture of different countries and international arenas. All students will learn about the EU and international organisations. Additionally, you will have special courses taught in your chosen second foreign language, German, French or Spanish.

You will not have many language classes in the traditional sense. Rather, the courses with language primarily focus on knowledge of the social, historical, political and economic aspects of the countries where the language is spoken. During your fifth semester, you are expected to study at a CBS partner university in a region or country where that language is dominant.

## Developing interdisciplinary business skills

Understanding business management, sustainability, languages and culture on their own is not enough to develop a true intercultural business insight. In real life you need to combine these different skills to analyse business problems and develop effective solutions and strategies. For that reason, the BSc BLC takes an interdisciplinary and integrated approach to learning.

Many of the courses, including the first-year project and concluding bachelor project, are interdisciplinary. They combine elements and insights from traditional business topics as well as economics, and politics with an in-depth understanding of culture (your own and others') and cultural diversity. Hence, group-based, interdisciplinary project work is the programme component that brings together the different disciplines you study including sustainability. This helps you develop practical and analytical intercultural business skills that transcend working with problems related to just the specific countries you have learnt about in your studies.

You develop a more fundamental understanding of the interrelations between business, international institutions and culture. This allows you to analyse and address the intercultural aspects and challenges of any internal or external business problem in a company or organisation.