

Course Description - Summer 2024

Title	Intercultural Management
Faculty	Business and Economics
Professor	Felicitas Kotsch
ECTS	5
Level	Bachelor
Requirements	-
Add. Information	https://www.hs-schmalkalden.de/hochschule/fakultaeten/fakultaet-wirtschaftswissenschaften/internationales/englische-kurse.html
Content	<p>In order to develop technical, multilingual, and multicultural professionals who are capable of contributing to the global competitive market, intercultural competence is fundamental. Based on approaches of Hofstede, Trompenaars and GLOBE, supported by theoretical concepts like SWOT analysis or the Five Forces Model by Porter, this class was already held with students from more than ten nations and five cultures and was completed with a broad agreement on how important these themes are for future international managers. The following aspects will initiate discussions and encourage students in creativity, problem solving, critical thinking, and teamwork:</p> <ul style="list-style-type: none"> • How can a manager or employee of an international company come to terms with challenges in a globalized world? • How can he or she even put cultural differences to use for the company? • How can potential conflicts be turned into profitable discussions? <p>The class is a fully taught lecture including a final examination.</p>