

title of course	Intercultural Management
responsible instructor	Diplom-Volkswirtin Felicitas Kotsch
course objectives and learning outcomes	<p>Students are able to meet the objectives of the following categories of learning objectives and learning outcomes:</p> <p>1) Knowing: Students are able to reveal the “moral circles” from which national societies are built and the unexamined rules by which people think, feel, and act.</p> <p>2) Understanding: Students are able to understand how national cultures and civilizations differ in the areas of inequality, assertiveness versus modesty, and tolerance for ambiguity.</p> <p>3) Applying: Students are able to explain how organizational cultures differ from national cultures and how they can be managed.</p> <p>4) Analyzing: Students are able to analyze stereotyping, differences in a language, cultural roots of crises, and other intercultural dynamics.</p> <p>5) Assessing: Students are able to assess what drives people apart when cooperation is so clearly in everyone’s interest</p> <p>6) Synthesizing: Students are able to</p> <ul style="list-style-type: none"> - create solutions for intercultural problems of cooperation in business and personal life, - suggest concrete steps towards an intercultural management.
course contents	<p>Students are able to acquire knowledge and skills of the following types of knowledge and skills, respectively:</p> <p>1) factual knowledge:</p> <ul style="list-style-type: none"> - basic models of cultures, civilizations, and intercultural management <p>2) conceptual skills:</p> <ul style="list-style-type: none"> - generalization of models and structures <p>3) procedural skills:</p> <ul style="list-style-type: none"> - transferring of models into reality <p>4) metacognitive skills:</p> <ul style="list-style-type: none"> - assessing strength and weaknesses of models, - realizing limits of implementation into reality. <p>Course outline:</p> <ol style="list-style-type: none"> 1. Assessing the Environment: Political, Economic, Legal, Technological 2. Managing Interdependence 3. Understanding the Role of Culture 4. Communicating Across Cultures 5. Cross-Cultural Negotiation and Decision Making 6. Formulating Strategy 7. Implementing Strategy 8. Organization Structure and Control Systems 9. Motivating and Leading
teaching methods	- lectures

	<ul style="list-style-type: none"> - seminar papers/presentations - discussion - self-study
prerequisites	There are no formal requirements.
suggested reading	<p>Essential Reading:</p> <ul style="list-style-type: none"> • Deresky, Helen: International Management, 10th Edition, Pearson 2019 <p>Further Reading:</p> <ul style="list-style-type: none"> • Browaeyns, Marie Joelle and Roger Price: Understanding Cross-Cultural Management, 4th Edition, Pearson 2019 • Hofstede, Geert et al.: Cultures and Organizations. Intercultural Cooperation and Its Importance for Survival, McGraw-Hill 2010 • Huntington, Samuel: The Clash of Civilizations and the Remaking of World Order, Simon & Schuster 2002 • Meyer, Erin: The Culture Map: Decoding How People Think, Lead, and Get Things Done Across Cultures, Public Affairs, 2016
applicability	<p>This course is in particular applicable to the following courses of this Bachelor:</p> <ul style="list-style-type: none"> - International Trade Theory and Policy - Exchange Rates and International Macroeconomic Policy - Strategic Marketing and Brand Management - Transport Economics and Policy
workload	<p>total workload: 150 hours, of them:</p> <p>1) lecture: 60</p> <p>2) self-study: 90, of them:</p> <ul style="list-style-type: none"> - course preparation (in particular reading): - seminar papers/presentations - exam preparation
ECTS credit points and weighting factor	<p>5 ECTS credit points; weighting factor:</p> <p>5/180 for International Business and Economics</p> <p>5/210 for Economics or Business Administration</p>
basis of student evaluation	<ul style="list-style-type: none"> • comprehensive written examination, 60 minutes • seminar paper/presentation
time	second academic year
frequency	each academic year
duration	1 semester
course type	elective course
remarks	Teaching language is English.

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