

Module Manual

Bachelor IBE

Module name	Intercultural Management
Responsible instructor	Diplom-Volkswirtin Felicitas Kotsch
Learning objectives	Students are able to meet the objectives of the following categories of learning objectives and learning outcomes: 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. 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. 3) Applying: Students are able to explain how organizational cultures differ from national cultures and how they can be managed. 4) Analyzing: Students are able to analyze stereotyping, differences in a language, cultural roots of crises, and other intercultural dynamics. 5) Assessing: Students are able to assess what drives people apart when cooperation is so clearly in everyone’s interest 6) Synthesizing: Students are able to - create solutions for intercultural problems of cooperation in business and personal life, - suggest concrete steps towards an intercultural management.
Module content	Students are able to acquire knowledge and skills of the following types of knowledge and skills, respectively: 1) factual knowledge: - basic models of cultures, civilizations, and intercultural management 2) conceptual skills: - generalization of models and structures 3) procedural skills: - transferring of models into reality 4) metacognitive skills: - assessing strength and weaknesses of models, - realizing limits of implementation into reality. Course outline: 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/learning methods	- lectures - discussion - self-study
Prerequisites	There are no formal requirements.
Literature/multimedia teaching and learning programmes	The presentation slides will be based on Essential Reading: • Deresky, Helen: International Management, 10 th Edition, Pearson 2019 Further Reading:

- Browaey, 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

Teaching letter author	Not applicable, as full-time study
Applicability	This course is in particular applicable to the following courses of this Bachelor: - International Trade Theory and Policy - Exchange Rates and International Macroeconomic Policy - Strategic Marketing and Brand Management
Workload/ Total workload	total workload: 150 hours, of them: 1) lecture: 60 2) self-study: 90, of them: - course preparation (in particular reading): - follow-up - exam preparation
ECTS and weighting of the grade in the overall grade	5 ECTS credit points; weighting factor: 5/180 for International Business and Economics 5/210 for Economics or Business Administration
Performance assessment	comprehensive written examination, 60 minutes (100%)
Semester	first academic year
Frequency	each academic year
Duration	1 semester
Type of course (compulsory, elective, etc.) Remarks	compulsory course for IBE and elective course for BA Betriebswirtschaftslehre, Volkswirtschaftslehre, Wirtschaftswissenschaften and Wirtschaftspsychologie Teaching language is English.