

## Course: Intercultural Management

Semester	Duration	Course character	Workload	Credit Points	Examination form
	Spring semester	Elective	90 h (30 h contact study 60 h self-study)	6	cumulative

### Course coordinator

Prof. Dr. Mike Hoffmeister

### Prerequisites

### Description of the course

Meanings and Dimensions of Culture; Intercultural Communication; Stereotypes, Cross Cultural Leadership; Human Resource Development Across Culture, Happiness at Work - Value Based Management Across Cultures

### Competency aims

Students develop intercultural awareness and learn about the components of intercultural competence within an international professional setting.

They recognise the connections between different cultural dimensions and standards. They analyse and assess the causes of intercultural conflicts. Students also develop approaches to avoiding and resolving conflict. Using a case study or project, they apply their learning to practical exercises. Through this, they experience the group dynamics and intercultural processes that are particularly important for international activities. Students learn to act professionally on the international stage.

### Course components

- Lectures and workshops with integrated exercises.
- Group work and discussions.
- Video analyses and simulation exercises.
- Public presentation of work results (Intercultural Dialogue).
- The module is conducted as a block seminar and the seminar language is English.
- The intercultural weekend at the beginning of the semester marks the start of the module.

### References

- Frey, B. Osterloh, M., Successful Management by Motivation, Berlin, current edition
- Nierenberg, J., Ross, I., Negotiate for Success, San Francisco, current edition
- Bjerke, B., Business Leadership and Culture, Cheltenham, current edition
- Keegan, W., Global Marketing, Essex, current edition
- Luthans, F.; Doh, J., International Management: Culture, Strategy and Behavior, Boston, current edition
- Hofstede, G: Cultures and Organisations, New York; current edition
- Hofstede, G., J., Pedersen, P. B.; Hofstede, G., Exploring Culture; current edition
- Trompenaars, F., Hampden-Tuner, C., Riding the Waves of Culture, London, Boston, current edition
- Trompenaars, F., Hampden-Tuner, C.: Building Cross-Cultural Competence, London, Boston, current edition
- Dignen, B. Communicating Across Cultures, Cambridge, current edition
- Ting-Toomey, S., Dorjee, T., Communicating Across Cultures, current edition

Lecturer	Course language	Usability in ongoing studies / other studies
Prof. Dr. Mike Hoffmeister	English	