

Department	-- please choose from drop down list --
Course title	Global Innovation: Intercultural Communication and Management
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	After the successful participation in the module the students are enabled to use the English language, including business terminology and social English, interactively in relevant fields of international business, in written and oral communication, in real-life situations as well as in forms of digital communication and digital media
Prerequisites	basic knowledge in intercultural communication; Business English – min. level: B 2
Recommended reading	BROWAEYS, Marie-Joëlle & PRICE, Roger (2008 & later): Understanding Cross-Cultural Management, Harlow. [coursebook!] MEYER, Erin: The Culture Map. Decoding how people think, lead, and get things done across cultures. New York 2014, International edition 2015. ZOKKO, Dennis (2014): "Cross-Cultural Negotiation" in: Hofmaier, Richard (2014): Integriertes Marketing-, Vertriebs- und Kundenmanagement, Oldenburg: De Gruyter, 88-110. COMFORT, Jeremy; FRANKLIN, Peter (2008): The Mindful International Manager. Competences for Working Effectively across Cultures, York. GIBSON, Robert (2000): Intercultural Business Communication. Fachsprache Englisch. Berlin: Cornelsen&Oxford. LEWIS, Richard D. (1996): When Cultures Collide. Managing Successfully Across Cultures. London: Nicholas Brealey, Revised Edition 1999, reprinted with corrections 2003. HOFSTEDDE, G. (1984): Cultures Consequences: International Differences in Work-Related Values, Beverly Hills, CA: Sage Publishing. HOFSTEDDE, Geert (1997): Cultures and Organizations: Software of the Mind. Intercultural Cooperation and Its Importance for Survival. New York: McGraw-Hill. TROMPENAARS, Alfons; HAMPDEN-TURNER, Charles (1998): Riding the Waves of Culture : Understanding Cultural Diversity in Global Business. Second Edition. New York: McGraw-Hill. HAMPDEN-TURNER, Charles; TROMPENAARS, Alfons (2000): Building Cross-Cultural Competence, Chichester. Schmidt, Patrick L. (2007): In Search of Intercultural Understanding, Vienna. Culture Shock! Series, e.g.: LORD, Richard (2000): Culture Shock!: Germany. Times Media Private Limited. Oregon.
Teaching methods	Seminar; Interactive workshop techniques with student presentations, input and discussion phases; simulations; use of video material and critical incidents
Assessment methods	Assignment (presentation) + written exam (90 min) at a ratio of Ref: SP = 40:60*
Language of instruction	English
Name of lecturer	Prof. Dr. Harald Müllich
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Link	

Courses in English

Course Description



Course content

- comparative cultural analyses focussing on countries and/or industries (compiling, analyzing and **presenting relevant information in a comprehensive package**)
- conducting meetings, presenting, arguing, negotiating, decision-making and leading teams across **cultures, with English as the lingua franca**
- cultural dimensions, typologies and standards and their effects on national business practices; national **business etiquettes**
- comparative analyses of national leadership styles (values, priorities, attitudes and expectations), **corporate structures and forms of team work**
- comparative analyses of culturally different modes of communication such as presentations and **decision-making**
- negotiating in international teams, situations, markets and across cultures
- international business assignments; recruiting, training, expatriation, repatriation, culture shock
- selected examples of brand identity, company philosophy and communication as well as marketing in **different cultures**

Remarks