

Modulnr.	M 1.2		
Titel	Intercultural Business Communication and Management		
Verwendbarkeit	Für alle Masterstudiengänge mit betriebswirtschaftlicher Ausrichtung		
Modultyp	Pflichtfach		
Lehrsprache	English		
Lehrform	Seminar; interactive workshop techniques with student presentations, input and discussion phases; simulations; use of video material and critical incidents	Angebotsfrequenz	Wöchentlich
Semester	2. Studiensemester (Sommersemester)		
SWS	4		
ECTS-Credits	5	Workload	50 / 40 / 40 / 20
Fachverantwortung	Prof. Dr. Harald Müllich		
DozentInnen	Prof. Dr. Harald Müllich		
Korrespondierende Veranstaltungen	---	Erforderliche Vorkenntnisse	basic knowledge in intercultural communication; Business English – min. level: B 2
Leistungsnachweis	Ref 20 – 60 und schrP 90-120; TN* Gewichtung: Ref. : schrP = 40 : 60	Zugelassene Hilfsmittel	dictionaries

* Due to the fact that this workshop is not only about knowledge of academic tools and methods of (self-)analysis, but essentially focuses on **processes of awareness** and self-recognition regular attendance is of key importance for the acquisition of the defines competences (to act, not only to know and analyze).

Intended Learning Outcomes (Skills, Knowledge, Attitude) / Competences / The students should:

- be able 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
- acquire an adequate degree of acceptance of other cultural modes of expression and cultural profiles as well as the necessary ambiguity tolerance and integrate it into their interactive competence, chiefly in business situations, on the basis of the awareness and knowledge of cross-cultural differences and their own cultural profile
- become familiar, both in theory and practice, with various national business habits, leadership and decision-making styles and virtues, corporate structures and patterns, and learn how to deal with those differences in order to be able to act and react in complex cross-cultural situations
- acquire cross-cultural negotiation competences
- become familiar with different cultural meeting and presentation styles and the respective audience expectations
- be able to deal with different motivation cultures and incentive patterns, direct and indirect communication and conflict management, relationship-building and different roles of managers and advisors, with the underlying patterns of convincing and leading
- develop a keen awareness of cultural differences in consulting, strategy-building, long-term and short-term planning, persuasion strategies, client relationships in order to be able to act successfully in different markets across cultural differences and with different use of strategy and consultancy methods

- be aware of and evaluate the role and functions of technology and human factors in the approach to innovation in different cultures

After the course, the students are familiar with typical cultural patterns of corporate images and structures, leadership styles across a representative range of regions and industries. They are able to use the methods of intercultural research as tools of analysis and resolving cross-cultural issues in business contexts. They are able to successfully communicate across cultural boundaries in English in the different types of communication situations and work in or lead intercultural teams in real-life or virtual situations. They know how to analyse their own cultural profiles and handle roles in intercultural situations and functions (esp. in Innovation and Consulting).

Contents

- 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

Quantitative / Qualitative Methods

Cultural dimensions; cultural 'standards' (both: qualitative & quantitative)
(empirical) expert interviews and surveys;
Communication and phase models

Teaching and Learning Styles

Seminar;
Interactive workshop techniques with student presentations, input and discussion phases;
simulations;
use of video material and critical incidents

Literature

BROWAEYS, Marie-Joëlle & PRICE, Roger (2008 & later): *Understanding Cross-Cultural Management*, Harlow. [coursebook!]
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.
HOFSTEDE, G. (1984): *Cultures Consequences: International Differences in Work-Related Values*, Beverly Hills, CA: Sage Publishing.
HOFSTEDE, 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.