

Courses in English

Course Description

Department	10 Business Administration
Course title	Global Innovation & Cross-cultural Collaboration
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	This course is intended to foster awareness of the ramifications of globalization and culture on business and innovation. After successful completion of this course, students will have a critical understanding of contemporary approaches to cross-cultural management and their limitations for appropriate application in practical business situations. Students will have the skills required to navigate and manage culturally-determined business practices. They will be equipped with future-oriented skills to foster innovative business cultures, synergies and competitive advantage through the dynamics of change in the business worlds of today and tomorrow.
Prerequisites	<ul style="list-style-type: none">• English for academic study (at least B2)• Basic knowledge of intercultural theory
Recommended reading	Texts and resources will be provided at the beginning of the semester.
Teaching methods	<ul style="list-style-type: none">• Interactive seminar.• Independent research. Students are expected to complete readings, analyse and present their own research and to contribute well-prepared findings and evaluations in class.• Practice assignments• Group projects• Presentations and Q&A• Constructive discussion and application
Assessment methods	Module assignment (ModA)
Language of instruction	English
Name of lecturer	Prof. Dr. Nicole Brunnhuber
Email	
Link	
Course content	
Remarks	