Department	10 Business Administration
Course title	**Cross-cultural Management & Negotiation**
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	After successful completion of this course, students will be able to apply key theories and tools to address the specifics of marketing management and negotiation in the context of intercultural communication. Students will develop a keen understanding of culturally determined value sytems and their impact on business leadership, communication and consumer behaviour in order to foster effective marketing strategies, management and communication in intercultural environments.
Prerequisites	• English for academc study (at least B2) • Basic knoweldge of intercultural theory
Recommended reading	• Brett, Jeanne, M. (2014) 'Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions across Cultural Boundaries'. 3rd ed. San Francisco Jossey-Bass. • Comfort, Jeremy and Franklin, Peter (2014) 'The Mindful International Manager'. London: Kogan Page. • Fry, Roger, Ury, William and Patton, Bruce (2011) 'Getting to Yes: Negotiating an Agreement without Giving In'. London: Random Haouse. • Gannon, Martin, J. and Pillai, Rajnandini (2016) 'Understanding global cultures: metaphorical journeys through 34 nations, clusters of nations, continents, & diversity'. 6th ed. Thousand Oaks: Sage. • Ghauri, Pervez, N. and Usunier, Jean-Claude (eds.) (2003) 'International Business Negotiations. 2nd ed. Bingley: Emerald Group Publishing. • Gudykunst, William, B and Ting-Toomey, Stella (1988) 'Culture and Interpersonal Communication'. Newbury Park: Sage. • Hall, Edward, T and Hall, Mildred, Reed (1989) 'Beyond Culture'. 2nd. Ed. New York: Anchor Books. • Hall, Eduard (1990) 'The Silent Language'. New York: Anchor Books. • Hall, Edward, T and Hall, Mildred, Reed (1990) 'Understanding Cultural Differences, Germans, French and Americans'. Boston, London: Intercultural Press. • Hofstede, Geert (2001) 'Culture's Consequences'. 2nd. ed., London: Sage. • Katz, Lothar (2017) 'Negotiating International Business'. 7th ed. North Charleston: Create Space. • Khan, Mohammad Ayub and Ebner, Noam (2019) 'The Palgrave Handbook of Cross-cultural Business Negotiation'. Cham: Springer International Publishing. • Lewis, Richard D. (2006) 'When Cultures Collide. Managing Successfully Across Cultures'. 3rd ed. London: Brealey. • Lewis, Richard (2012) 'When Teams Collide: Managing the International Team Successfully'. London: Brealey. • Maude, Barry (2014) 'International Business Negotiation: Principles and Practice'. Basingstoke: Palgrave McMillan. • Mooij, Marieke de (2019) 'Global Marketing and Advertising: Understanding Cultural Paradoxes'. 5th. ed. London: Sage. • Rapaille, Clotaire (2015) 'The Global Code: How a New Culture of Universal Values is Reshaping Business and Marketing'. New York: St. Martin's Press.
Teaching methods	• Interactive seminar. Self-awareness, observation and group interaction are key skills for developing cultural effectiveness. This module seeks to develop team and communication skills in addition to continual individual reflection throughout the semester. • This module also has a progressive assignment structure and final group-based assessment assignment, so that regular attendance and active participation are required. • Written and research assignments. Students are expected to complete readings and research tasks as study assignments and to contribute well-prepared findings and evaluations in class. • Case studies • Simulations • Independent study and research • Presentations • Peer review and feedback
Assessment methods	Module assignment (ModA)
Language of instruction	English

Name of lecturer	Prof. Dr. Sierk Horn
Email	sierk.horn@hm.edu
Link	
Course content	• Globalization and localization
	• Cultural marketing
	• Cross-cultural management: theory, research and practical application
	• Intercultural business communication
	• Intercultural negotiation
Remarks	