

Courses in English Course Description

Department	10 Business Administration
Course title	Cross-cultural Management & Negotiation
Course number	
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 international marketing and communication in the context of cross-cultural management. Students will develop a keen understanding of culturally determined value systems and their impact on business leadership, communication and consumer behaviour in order to foster effective marketing strategies, management and negotiation. By working with a company, students will gain first-hand experience, be able to apply their gained knowledge, and develop their creative and organisational skills of cultural and international marketing.
Prerequisites	<ul style="list-style-type: none">• English for academic study (at least B2)• Basic knowledge of intercultural theory
Recommended reading	Readings and resources will be made available to students 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• Simulations• Group projects• Presentations and Q&A• Constructive discussion and application• Peer review and feedback
Assessment methods	Module assignment (ModA)
Language of instruction	English
Name of lecturer	Prof. Dr. N. Brunnhuber
Email	
Link	
Course content	<ul style="list-style-type: none">• Globalization and localization• Cultural marketing• Cross-cultural management: theory, research and practical application• Intercultural business communication• Intercultural negotiation
Remarks	