

# Courses in English

## Course Description

<b>Department</b>	10 Business Administration
<b>Course title</b>	<b>Global Innovation &amp; Cross-cultural Collaboration</b>
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	5
<b>Course objective</b>	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.
<b>Prerequisites</b>	<ul style="list-style-type: none"><li>• English for academic study (at least B2)</li><li>• Basic knowledge of intercultural theory</li></ul>
<b>Recommended reading</b>	Texts and resources will be provided at the beginning of the semester.
<b>Teaching methods</b>	<ul style="list-style-type: none"><li>• Interactive seminar.</li><li>• Independent research. Students are expected to complete readings, analyse and present their own research and to contribute well-prepared findings and evaluations in class.</li><li>• Practice assignments</li><li>• Group projects</li><li>• Presentations and Q&amp;A</li><li>• Constructive discussion and application</li><li>• Peer review and feedback</li></ul>
<b>Assessment methods</b>	Module assignment (ModA)
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Nicole Brunnhuber
<b>Email</b>	
<b>Link</b>	
<b>Course content</b>	
<b>Remarks</b>	