Department	10 Business Administration
Course title	**Cross-cultural Communication and Management**
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	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 manage and interact effectively with cross-cultural teams by understanding and anticipating different communication styles and technology usage in the contexts of globalization and digital transformation. Students will be equipped with cross-cultural management and negotiation skills to foster synergies, value and competitive advantage in the contemporary and future business 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. • Browaeys, M. & Price, R. (2015) 'Understanding Cross-Cultural Management'. 3rd ed. Harlow: Pearson. • 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. Available at:https://ezproxy.bib.fh-muenchen.de:2068/book/10.1007%2F978-3-030-00277-0 • 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.
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 requiring regular attendance and teamwork. • 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. • Group tasks • Case studies • Independent study and research • Presentations • Simulations

Assessment methods   Module assignement

Language of instruction   English

Name of lecturer   Prof. Dr. Nicole Brunnhuber

Email   nicole.brunnhuber@hm.edu

Link

Course content
• Globalization, localization and culture in business
• Cross-cultural Management: theory and practical application
• Cross-cultural communication•Global teams – real and virtual
• Cross-cultural negotiation
• Conflict avoidance and dispute resolution

Remarks