Courses in English
Course Description

Department	10 Business Administration
Course title	**Global Communication: Technology, Media and Culture**
Course number	
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	This module is intended to develop students' cross-cultural effectiveness in the contexts of international business and diversity with a focus on leadership, communication, media and technology. After successful completion of this course, students will have a thorough understanding of the implications of culture on business and communication in and beyond the physical and digital workspace to foster synergies for competitive advantage. They will have a critical understanding of established cross-cultural management theories and their limitations for appropriate application in the business world. Throughout this module, students are actively encouraged to develop their own reasoning and problem-solving skills to address business and social challenges, opportunities and responsibilities with informed analysis and innovation.
Prerequisites	none
Recommended reading	
Teaching methods	• Interactive seminar The module seeks to develop team and communication skills in addition to continual reflection throughout the semester. The module is structured to synergise independent critical thought, skilled and targeted application of acquired skills and teamwork. • Written and research assignments Students are expected to complete readings and tasks independently as study assignments and to contribute well-prepared findings and evaluations in class. • Presentations in small groups • Independent study and research • Case studies • Expert interviews • Surveys • Scholarly articles • Practical tasks and participation • Constructive discussion and peer review
Assessment methods	ModA or presentation
Language of instruction	English
Name of lecturer	Prof. Dr. Nicole Brunnhuber
Email	
Link	https://nine.hm.edu/ModuleDescription/Semester?moduleId=24ad7f7b-92d4-ed11-91f9-0050568f928d&semId=2bf6dc8e-9a07-e811-94bf-00155d6e6b0a
Course content	• Globalization, digitalization, and media convergence • Culture: definitions, models, and impact on business communication • Cross-cultural management and leadership in digital environments • Media, culture, and organizational communication • Cross-cultural marketing, digital media, and communication strategies
Remarks	