Module/Course Description/Syllabus

Module:	Institutional/Ethical/Cultural Aspects of ICCMM			
Module courses:	Institutional, Ethical and Cultural Aspects of ICCMM			
Course Title:	Institutional, Ethical and Cultural Aspects of ICCMM			
Recommended alternative module or courses:				
Course of studies:	Master International Corporate Communications and Media Management (ICCMM)			
HISinOne Code:	2610300			
Study Cycle:	○ first	◉ second	○ third	○ short
Frequency:	○ winter term	◉ summer term	○ each semester	
Language competence Level: ☒				
Responsible for the Module/Course:	Prof. Dr. Ulrike Reisach			
Lecturer/s:	Prof. Dr. Ulrike Reisach			
Type of course:	○ optional	◉ compulsory		
Mode of delivery:				
Language of Instruction:	◉ English	○ German	**Level of course:**	1st semester
Teaching Methods:	Lecture		**Volume:**	hours per semester week: 03
	Group work and presentations of case studies			
	Discussion of case studies, presentations and portfolios			

Work parameters:	**Contact hours in lecture form**	**Excercises (hours)**	**Self-studies (hours)**	**All together (hours)**
	45	15	120	
			ECTS-Credits:	06
Number of Participants:	30		**Length of programme:**	1 semester

Use for other studies:	Corporate Communication Strategy and Concepts Marketing and Marketing Communications Media Management, Media Design and Production Data Ethics and Media Ethics

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Prerequisites:	Bachelor degree with 210 ECTS and results of 2.3 or better A minimum of 30 ECTS in communication modules
Learning outcomes:	1. Ability to actively deal with the complexities of diverse regulatory framework conditions, ethical values and communication behaviors in business- or NGO-related projects. 2. Ability to set criteria, evaluate and choose the right channels, wording and design to successfully convince international partners and target groups. 3. Identification of potential cultural and ethical issues of international (social) media and corporate communications 4. Understanding of ethical and cultural expectations of stakeholders in international communication processes. 5. Critical reflection of their own communication and perception in international encounters 6. Development of efficient communication strategies to avoid concerns regarding legitimacy and organizational reputation.
Content:	1. Institutions and framework conditions for corporate communications • The main stakeholders of corporate communication and media in different societies • International and national institutions, regulations and expectations for communication and media; standards and political realization • Concepts and issues associated with different national institutional frameworks • Global trends and interactions between companies, business associations, NPOs, NGOs, policy and of the global/local (social) media environment 2. Ethical standards • Principles of ethical actions, worldwide and selected specific principles • Societal and business ethics (e.g. truth, justice) vs. profit orientation • International ethical standards (EU, UN, OECD and others) • The historical, societal and cultural background of specific standards • Analysis of best and worst practices in international media and business 3. Culture • Culture, perceptions and interpretations (e.g. form, design, structure) • Case studies/examples for visible and invisible cultural differences • Culture, values and communication: how culture and institutional settings influence communication in different societies - case studies • Analysis of best practice cases and discussion with representatives of the respective regions

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Examination Regulations:	Portfolio and/or presentations Candidates need to achieve >50% of the maximum points in order to succeed Candidates need to transfer and apply their knowledge to communication cases
Assessment methods/ components:	Portfolio and/or presentations 1. Application of tools and assessment criteria on communication cases from media, public institutions, NGOs or companies 2. Adaptation to case specifics in order to reach at conclusions and well-grounded recommendations 3. Convincing messages (content, appropriate wording and designs) that address audiences in specific societies and internationally 4. Suggestion of channels, partners and processes referring to the respective ethical, institutional and cultural framework conditions 5. For presentations: Accurate moderation of a discusssion/dialogue with the audience
Assessment criteria:	Marks 1.0-1.4-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking. Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements. Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities. Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment. Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements.The fail grade may be a result of insufficient preparation or of inattention to assignment guidelines. A frequent cause of failure is lack of attention to subject or assignment guidelines.
Planned learning activities and teaching methods:	Specific lecture notes and visualizations via data projector / Power Point Interactively developed content via whiteboard/flip chart Selected webpages/videos/cases on international communication cases/issues provided on the university's e-learning platform Group work and classroom interaction; discusssion/dialogue on cases/presentations Guest lectures from international subject experts and company/NGO representatives

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Required reading and other learning resources/tools:	Acemoglu, Daren and Robinson, James A.: Why nations fail. The origins of power, prosperity and poverty. Profile Books, London 2013
	Barmeyer, Christoph and Franklin, Peter (Hrsg.): Intercultural Management. A case-based approach to achieving complementarity and synergy. Palgrave/McMillan, 2016
	Brey, Philipp: International differences in ethical standards and in the interpretation of legal frameworks. Satori project founded by the European Commission, 2015 http://satoriproject.eu/m
	Curran, James: Media and Society. 5th ed., London Bloomsbury Academic, 2010
	Singh, Nitish, Pereira, Arun: The culturally customized web site, New York, USA 2005 und Singh, Nitish: Localization Strategies for Global E-Business, Cambridge 2012
Recommended reading and other learning resources/ tools:	Adler, Nancy. with Gundersen, A: International Dimensions of Organizational Behavior, 5th edition, Thomson South Western USA, 2008
	The High-Level Expert Group on Artificial Intelligence (2019). Ethics Guidelines for Trustworthy AI. European Commission, Brussels, April 2019
	Sandel, Michael J.: Justice. What's the right thing to do? Mc Millan reprint edition, 2010
	Sen, Amartya: The Idea of Justice, Penguin Books, 2010 and Sen, Amartya: Development as Freedom, Ocford University Press, 2001
	van Dijck, José. 2014. Datafication, dataism and dataveillance: Big Data between scientific paradigm and ideology. Surveillance & Society 12(2): 197-208.
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