Information Management and Corporate Communications (IMUK) Course Description/Syllabus

Unit:	**Intercultural Management**			**Nr. IM27**
Modul /Module:	Soft Skills			
Responsible for the Module:	Prof. Dr. Ulrike Reisach			
Lecturer:	Prof. Dr. Ulrike Reisach			
Language:	Englisch	**Semester:**	6th semester	
Teaching Methods:	Lecture / presentation and case studies	**Volume:**	4 hours per semester week	
Percentage of grade for IMUK-studies:	2,4 %	**ECTS-Credits:**	5	
Number of Participants:	70 students	**Duration:**	1 Semester	
Frequency:	Each semester			
Use for other studies:	Other business studies with intercultural management courses			
Work parameters:	**All together**	**Contact hours in lecture form**	**Exercises**	**Self-Studies**
	150 h	60 h	45 h	45 h
Prerequisites:	• Successful completion of: o Englisch I (or equivalent) o Englisch II (or equivalent), i.e. European Level B 2 • Recommended previous knowledge: o (International) Business Studies o Corporate Governance (Unternehmensführung)			
Learning Results:	Participants will become acquainted with the main theories and concepts of intercultural management and acquire skills for intercultural and multicultural decision-making and encounters. After the course, participants will be able to • Explain prototypes and stereotypes of cultures • Recognize and analyse differences in national and corporate cultures, decision-making strategies and management styles • Understand the dynamics in intercultural encounters and recognize explicit and implicit values and beliefs • Understand the background and behaviour of international business partners, their goals and motivations, develop constructive relationships in the multicultural workplace, deal effectively with partners from all over the world • Understand the influences of their own socialization on their behavioural patterns as managers and communicators • Organize themselves and their tasks with respect to diversity in or-			

	der to benefit from divergent opinions and approaches.
Content:	Contents: • Core intercultural theories and training approaches regarding management: cross-cultural psychology, the significance of context, region, language, thinking patterns, myths, religion, and arts; perceptions and cultural value orientations, objectives and timeframes; identity, stereotypes and common misunderstandings • The global competition: exogenous and endogenous business challenges: global markets, location factors, trade policies, law and the societal environment, behavioural risks and risk management • Multinational businesses and their strategies and operations • Challenges and pitfalls in international HR management • Country case studies on differences in management and communication styles (i.e. Germany, the USA, China) • Creating competitive advantage through diversity
Measurement of Achievement:	**Measurement of achievement**: Project, delivered at the end of the course Presentation + slides out on an innovation/case study, in teams (joint project development 20%) with individual contributions (80%)
Lecture Material Used	• Specific lecture notes via data projector / Power Point / Zoom • Interactively developed content via whiteboard/collaboration tools • Selected exercises and hand outs on management cases • Selected webpages and links on intercultural issues provided on the university's e-learning platform; videos on specific intercultural topics • Presentations of international guest lectures (scientists, managers)
Literature:	• Mandatory: o Zaninelli, M. Susanne: Six - Stage - Model of an Intercultural "Integrative Training Program", presented using the example of the module: Planning and Organizational Styles, Published in "Handbuch für Personalentwicklung und Training", Deutscher Wirtschaftsdienst, Köln, Oktober 1995, S. 1-27, URL: http://www.culture-contact.com/index.php?id=9&L=1 • Recommended: o Deresky, H.: International Management. Managing Across Borders and Cultures, 5th ed., Prentice Hall, N.J., 2006 o Hofstede, G./Hofstede, G.J.: Cultures and Organizations - Software of the Mind: Intercultural Cooperation and Its Importance for Survival, McGraw-Hill Professional; 2nd ed., rev. and exp., 2004 o Lewis, R. D.: When Cultures Collide. Leading Across Cultures, 3rd ed., Brealey, Boston/London 2006 o Morschett, D./Schramm-Klein, H./Zentes, J.: Strategic International Management. Text and cases. Wiesbaden 2009

	o Nisbett, R.E.: The Geography of Thought: Why We Think the Way We Do, Free Press, New-York, 2003. o Rodrigues, C.: International Management – a Cultural Approach, 3rd ed., Thousand Oaks (California) London/New Delhi/Singapore 2009 o Schroll-Machl, S.: Doing Business with Germans. Their Perception, Our Perception, 3rd ed., Vandenhoeck & Ruprecht, 2003. o Tomalin, B./Nicks, M.: The World's Business Cultures and How to Unlock Them, 2nd ed., London 2008		
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