

# Module Description/Syllabus

BE  IM  HM  CfPS



<b>Module</b>	Sales, Negotiations and Intercultural Management			Module-Number	
<b>Course Title</b>				Overall grade weighting (in %)	2,4
<b>Recommended alternative modules or courses</b>					
<b>Course of Studies</b>	Digital Enterprise Management				
<b>Examination No. (SuP)</b>	100623	<b>valid SER</b>	28.04.2022		
<b>Mode of Study</b>	<input checked="" type="checkbox"/> full-time		<input type="checkbox"/> part-time		
<b>Study Cycle</b>	<input checked="" type="radio"/> Bachelor	<input type="radio"/> Master			
<b>Frequency</b>	<input checked="" type="radio"/> winter term	<input type="radio"/> summer term	<input type="radio"/> each semester		
<b>Language Competence Level and Course code SAP</b>	<input type="checkbox"/>				
<b>Responsible for the module</b>	N.N.				
<b>Lecturer/s</b>					
<b>Typ of course</b>	<input checked="" type="radio"/> compulsory	<input type="radio"/> optional			
<b>Mode of delivery</b>	Blended Learning				
<b>Language of instruction</b>	<input checked="" type="radio"/> English	<input type="radio"/> German		<b>Level of course</b>	5th semester
<b>Teaching Methods</b>	Lecture		<b>Duration</b>	1 semester	
	Practical exercises				
	Group Work, Case Studies				
<b>Work parameters</b>	<b>contact hours in lecture form</b>	<b>exercises (hours)</b>	<b>self-studies (hours)</b>	<b>total (hours)</b>	
	90		60	150	
	<b>eLearning (hours)</b>	<b>examination preparation (hours)</b>	<b>Transfer (hours)</b>	<b>Units ("UE")</b>	
				200	
<b>Number of participants min./max.</b>	10 / 50	<b>ECTS-Points</b>	05	<b>Volume</b> (hours per semester week)	04
<b>Use for other studies</b>	The module can be chosen as a focus module in the degree programme "Data Science Management". In general, it is applicable for interdisciplinary degree programmes with a business administration component.				

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<p><b>Prerequisites/ Required competencies</b></p>	<p>English skills at B2 level are required. Successful participation in "Business English 1" and "Business English 2" and in "Management 1" is an advantage.</p>
<p><b>Learning Outcome</b></p> <p><b>1) Knowledge</b> <b>2) Skills</b> <b>3) Responsibility and autonomy</b></p> <div data-bbox="193 1084 528 1155" style="border: 1px solid black; padding: 5px; margin-top: 20px;"> <p>Description eight EQF Levels and Learning Outcome (1-3)</p> </div>	<p>After successful participation in the module, students will be able to,</p> <p>1) Technical-methodical competences: - name, understand and design the phases of the sales process.- explain, evaluate and design sales organisations and channels. - prioritise the right customers and sales opportunities- prepare and strategically conduct sales, price and closing negotiations. - apply communication and questioning techniques- see through motivational and power structures.- Identify the most important theories and concepts of intercultural management.- analyse and compare the behaviour of international business partners and assess their (economic) consequences.- explain prototypes and stereotypes of cultures and their potentials and risks.- understand the intercultural dynamics of the interaction between the negotiating parties and develop an appropriate negotiation strategy.- to work together in international teams using digital communication tools and create inclusive online environments.</p> <p>2) Personal competences: - reflect on their own negotiation culture.- work together in culturally mixed groups and understand values and attitudes in the context of intercultural encounters.- reflect on the influence of their own socialisation on their personal (management) behaviour and communication.- organise tasks with respect for diversity and benefit from diversity.- to present convincingly</p>
<p><b>Content</b></p>	<p>Negotiations occur in a wide variety of situations, for example in the context of sales talks. In addition, there is the challenge of negotiating in an intercultural context, but also of working together (digitally).</p> <p>In order for the students to have the relevant competences after this module, the following topics will be covered using practical exercises and concrete examples:</p> <p><b>Sales Skills</b> -Introduction to sales management -design of sales activities and phases of the sales process -design of the sales organisation</p> <p><b>Negotiation Skills</b> -Theoretical framework and concepts of negotiation theory - Preparation and follow-up of negotiations - Ethical foundations of business negotiations - Structure and process of negotiation - Negotiation strategies</p> <p><b>Intercultural Management</b> - Global competition- International companies and their strategic orientation and operational approach- Theories of intercultural communication and culturally influenced management approaches- Differences and similarities; stereotypes and misunderstandings; complexity and cooperation.- Challenges in international human resource management and competitive advantages through diversity</p> <p><b>Digital Cultures</b> - Internet and media cultures</p>

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<b>Particular admission requirements (if applicable)</b>	
<b>Curriculum semester, in which the student has to be mandatorily registered for the first attempt of examination</b>	9th semester
<b>Assessment method(s)</b>	Portfolio examination, see course catalogue
<b>Assessment criteria</b>	
<b>Required reading resources</b>	Kotler, Philip, Dingena, Marian, Pförsch, Waldemar: Transformational Sales. Making a Difference with Strategic Customers, Cham (2016)
	Hase, Stefan; Busch, Corinna (2018). The Quintessence of Sales. Quintessence Series. Springer, Cham.
	Maude, Barry. International business negotiation: principles and practice. Bloomsbury Publishing, 2020.
	Deresky, Helen: International Management. Managing Across Borders and Cultures, Prentice Hall, N.J., latest version
<b>Additional (module) information</b>	Further literature will be announced in the lecture.
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