Department: 10 Business Administration

Course title: Cross-cultural Management and Negotiations

Hours per week (SWS): 4

Number of ECTS credits: 5

Course objective: After successful completion of this course, students will be able to apply key theories and tools to manage business practices, teams and negotiation in an intercultural context.

Prerequisites: English 2nd & 3rd sem. (English B2); Module BA BWL 120 IC or equivalent

Recommended reading:
- Additional text and resources will be provided on the syllabus at the beginning of the semester.

Teaching methods:
- Interactive seminar
  Self-awareness, observation and group interaction are key skills for developing cultural effectiveness. The module seeks to develop team and communication skills in addition to continual reflection throughout the semester. The module also has a progressive assignment structure and final group-based assessment assignment, so that regular attendance and active participation are required.
- Written and research assignments
  Students are expected to complete readings and research tasks independently as study assignments and to contribute well-prepared findings and evaluations in class.
- Case studies and analysis in small groups
- Independent study and research
- Presentations
- Peer review and feedback

Assessment methods: Semester assignment

Language of instruction: English

Name of lecturer: Prof. Dr. Nicole Brunnhuber

Email: nicole.brunnhuber@hm.edu

Link

Course content:
- Organizational cultures, corporate cultures, regional cultures
- Intercultural Management: theory, research and practical application
- Intercultural business communication
- Negotiation theory, strategy and tactics
- Globalization and localization
- Global teams – real and virtual
- Critical incidents; conflict avoidance and resolution

Remarks