**Courses in English**

**Course Description**

<table>
<thead>
<tr>
<th>Department</th>
<th>-- please choose from drop down list --</th>
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<tbody>
<tr>
<td><strong>Course title</strong></td>
<td><strong>Global Innovation: Intercultural Communication and Management</strong></td>
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<tr>
<td><strong>Hours per week (SWS)</strong></td>
<td>4</td>
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<tr>
<td><strong>Number of ECTS credits</strong></td>
<td>5</td>
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<td><strong>Course objective</strong></td>
<td>After the successful participation in the module the students are enabled to use the English language, including business terminology and social English, interactively in relevant fields of international business, in written and oral communication, in real-life situations as well as in forms of digital communication and digital media</td>
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<td><strong>Prerequisites</strong></td>
<td>basic knowledge in intercultural communication; Business English – min. level: B 2</td>
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| **Recommended reading**     | BROWAEYS, Marie-Joëlle & PRICE, Roger (2008 & later): Understanding Cross-Cultural Management, Harlow. [coursebook!]
|                            | Culture Shock! Series, e.g.:
| **Teaching methods**        | Seminar;
|                            | Interactive workshop techniques with student presentations, input and discussion phases;
|                            | simulations;
|                            | use of video material and critical incidents |
| **Assessment methods**      | Assignment (presentation) + written exam (90 min) at a ratio of Ref: SP = 40:60* |
| **Language of instruction** | English |
| **Name of lecturer**        | Prof. Dr. Harald Müllich |
| **Email**                   | harald.muellich@hm.edu |
| **Link**                    | }
Courses in English
Course Description

Course content

- comparative cultural analyses focussing on countries and/or industries (compiling, analyzing and presenting relevant information in a comprehensive package)
- conducting meetings, presenting, arguing, negotiating, decision-making and leading teams across cultures, with English as the lingua franca
- cultural dimensions, typologies and standards and their effects on national business practices; national business etiquettes
- comparative analyses of national leadership styles (values, priorities, attitudes and expectations), corporate structures and forms of team work
- comparative analyses of culturally different modes of communication such as presentations and decision-making
- negotiating in international teams, situations, markets and across cultures
- international business assignments; recruiting, training, expatriation, repatriation, culture shock
- selected examples of brand identity, company philosophy and communication as well as marketing in different cultures

Remarks