Department 10 Business Administration

Course title Intercultural Communication

Hours per week (SWS) 4

Number of ECTS credits 5

Course objective The students are enabled to use business language skills and intercultural knowledge for successful professional business communication.

Prerequisites good command of the English language (=German "(Fach)Abitur" level) students must be enrolled in a business studies course at their home university.

• Articles and reports from the business press ("The Economist", "Financial Times", "BusinessWeek etc.).

Teaching methods interactive

Assessment methods Exam

Language of instruction English

Name of lecturer Prof. Dr. Harald Müllich; Prof. Dr. Gertrud Kalb-Krause; Prof. Dr. Paul Sudnik; Pauline Albers-Mitchell; Sheila Scott

Email harald.muellich@hm.edu; gertrud.kalb-krause@hm.edu; paul.sudnik@hm.edu; pauline.albers-mitchell@hm.edu; sheila.scott@hm.edu

Course content • Current country-specific issues and cross-cultural aspects
• Raising awareness of the relativity of cultural habits, values and beliefs
• Development of 'uncertainty tolerance' and interculturally applicable courses of action
• Current business reports and company profiles from the international business press
• Discussion and negotiation in a cross-cultural context
• Developing interculturally oriented proposals and strategies
• Comparative analysis of behavior patterns and standards in business life shaped by different cultures; impact of cultural norms and taboos on business practices
• Development of solution strategies in cases of cross-cultural conflict

Remarks