Courses in English
Course Description

Department
10 Business Administration

Course title
Intercultural Business Communication and Management (MA)*

Hours per week (SWS)
4

Number of ECTS credits
5

Course objective
Intended Learning Outcomes (Skills, Knowledge, Attitude)
The students should:
• be able 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
• acquire an adequate degree of acceptance of other cultural modes of expression and cultural profiles as well as the necessary ambiguity tolerance and integrate it into their interactive competence, chiefly in business situations, on the basis of the awareness and knowledge of cross-cultural differences and their own cultural profile
• become familiar, both in theory and practice, with various national business habits, leadership and decision-making styles and virtues, corporate structures and patterns, and learn how to deal with those differences in order to be able to act and react in complex cross-cultural situations
• acquire cross-cultural negotiation competences
• become familiar with different cultural meeting and presentation styles and the respective audience expectations
• be able to deal with different motivation cultures and incentive patterns, direct and indirect communication and conflict management, relationship-building and different roles of managers and advisors, with the underlying patterns of convincing and leading
• develop a keen awareness of cultural differences in consulting, strategy-building, long-term and short-term planning, persuasion strategies, client relationships in order to be able to act successfully in different markets across cultural differences and with different use of strategy and consultancy methods
• be aware of and evaluate the role and functions of technology and human factors in the approach to innovation in different cultures

After the course, the students are familiar with typical cultural patterns of corporate images and structures, leadership styles across a representative range of regions and industries. They are able to use the methods of intercultural research as tools of analysis and resolving cross-cultural issues in business contexts. They are able to successfully communicate across cultural boundaries in English in the different types of communication situations and work in or lead intercultural teams in real-life or virtual situations. They know how to analyse their own cultural profiles and handle roles in intercultural situations and functions (esp. in Innovation and Consulting).

Prerequisites
basic knowledge in intercultural communication; good academic and business English
Master students only!

Recommended reading
Teaching methods
• Seminar;
• Interactive workshop techniques with student presentations, input and discussion phases;
• simulations;
• use of video material and critical incidents

Assessment methods
presentation and written exam 90'
Due to the crucial role of self-reflection, observation, the (psychological) processes of enhancing cross-cultural awareness and understanding, gaining a deeper insight into attitudes and practicing communication and behavior patterns regular attendance (80 %) is mandatory. The presentations delivered are essential as input and illustration, practical examples and for (practicing) the adequate use of intercultural ‘tools’ in analyzing real-life cases and critical incidents.

Language of instruction
English

Name of lecturer
Prof. Dr. Harald Müllich

Email
harald.muellich@hm.edu

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

Quantitative / Qualitative Methods
Cultural dimensions; cultural ‘standards’ (both: qualitative & quantitative)
(empirical) expert interviews and surveys;
Communication and phase models

Remarks