Courses in English
Course Description

Department
10 Business Administration

Course title
Cross-cultural Management & Negotiation

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 address the specifics of marketing management and negotiation in the context of intercultural communication. Students will develop a keen understanding of culturally determined value systems and their impact on business leadership, communication and consumer behaviour in order to foster effective marketing strategies, management and communication in intercultural environments.

Prerequisites
- English for academic study (at least B2)
- Basic knowledge of intercultural theory

Recommended reading

Teaching methods
- Interactive seminar. Self-awareness, observation and group interaction are key skills for developing cultural effectiveness. This module seeks to develop team and communication skills in addition to continual individual reflection throughout the semester.
- This 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 as study assignments and to contribute well-prepared findings and evaluations in class.
- Case studies
- Simulations
- Independent study and research
- Presentations
- Peer review and feedback

Assessment methods
Module assignment (ModA)
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<tr>
<th><strong>Language of instruction</strong></th>
<th>English</th>
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<tbody>
<tr>
<td><strong>Name of lecturer</strong></td>
<td>Prof. Dr. N. Brunnhuber</td>
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| **Course content**         | • Globalization and localization  
  • Cultural marketing  
  • Cross-cultural management: theory, research and practical application  
  • Intercultural business communication  
  • Intercultural negotiation |
| **Remarks**                |         |