### Course Description

**Department**

10 Business Administration

**Course title**

Global Innovation & Cross-cultural Collaboration

**Hours per week (SWS)**

4

**Number of ECTS credits**

5

**Course objective**

This course is intended to foster awareness of the ramifications of globalization and culture on business and innovation. After successful completion of this course, students will have a critical understanding of contemporary approaches to cross-cultural management and their limitations for appropriate application in practical business situations. Students will have the skills required to navigate and manage culturally-determined business practices. They will be equipped with future-oriented skills to foster innovative business cultures, synergies and competitive advantage through the dynamics of change in the business worlds of today and tomorrow.

**Prerequisites**

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

**Recommended reading**

Texts and resources will be provided at the beginning of the semester.

**Teaching methods**

- Interactive seminar.
- Independent research. Students are expected to complete readings, analyse and present their own research and to contribute well-prepared findings and evaluations in class.
- Practice assignments
- Group projects
- Presentations and Q&A
- Constructive discussion and application

**Assessment methods**

Module assignment (ModA)

**Language of instruction**

English

**Name of lecturer**

Prof. Dr. Nicole Brunnhuber

**Email**

nicole.brunnhuber@hm.edu

**Link**


**Course content**


**Remarks**
