Department 10 Business Administration

Course title Intercultural Communication and 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 communication and negotiation in the context of cross-cultural management. Students will develop a keen understanding of culturally determined values and their impact on business leadership and teamwork in order to foster synergetic HR management in the contemporary and future business world.

Prerequisites Business English 2nd & 3rd sem.; at least Business English B2

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

Teaching methods
• Interactive seminar
• Research and practice assignments
  Students are expected to complete readings, present and analyse multi-media content and complete communication tasks as study assignments, and to contribute well-prepared findings and evaluations in class.
• Group work
• Constructive discussion and application
• Presentations and Q&A
• Independent study

Assessment methods Written exam

Language of instruction English

Name of lecturer Dr. Elena Hubschmied-Vierheilig

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Link

Course content

Remarks