Module Nr. | 227
---|---
Title | Cross-Cultural Management and Negotiations
Applicability | EM
Module type | compulsory
Language of Instruction | English
Teaching Methods | Interactive, seminar
Frequency of offer | weekly
Semester | 7th semester
SWS | 4
ECTS-Credits | 5
Workload | 50 / 40 / 40 / 20
Corresponding Courses | 120 Intercultural Communication (Basics) 5th semester
Prerequisites | English 2nd & 3rd sem. (English B2); 120 IC
Assessment Method | assignments / seminar paper
Exam aids to be used | N/A
Responsibility for the course | Prof. Dr. Kalb-Krause
Lecturer(s) | Prof. Dr. Brunhuber

**Learning outcomes / skills**

This course is intended to develop students' cross-cultural effectiveness in the contexts of international business and diversity in the workplace with a focus on leadership, communication and negotiation to foster synergies, individual professional skills and corporate competitive advantage. Students will develop a critical understanding of established theories of intercultural management, current discourse on the subject and evaluate different approaches for practical application. Simultaneously, they will develop practical and methodological experience and social competences through self-assessment, group projects and simulations. They will gain in-depth insight into building, managing and working in intercultural teams, strategies to identify, avoid and resolve potential sources of conflict, and tools for successful cross-cultural negotiations. Students are actively encouraged to develop their own reasoning and problem-solving skills to address contemporary and future managerial challenges and responsibilities with informed analysis and innovation.

**Contents**

- Organizational cultures, corporate cultures, regional cultures
- Intercultural Management: theory, research and practical application
- Intercultural business communication
- Negotiation theory, strategy and tactics
- Globalization and localization
- Joint ventures
- Global teams – real and virtual
- Motivation and incentives across cultures
- Critical incidents; conflict avoidance and resolution

**Applied methods in Economics and Business administration**

- Analysis models and methods (research and analysis models)
  - Business models, strategies and structures
  - Cultural dimensions; cultural ‘standards’
  - Communication and phase models
- Quantitative empirical methods (comparative – statistical, mathematical methods, data analysis)
  - (empirical) expert interviews and surveys
  - Statistical methods on surveys
- Academic articles on intercultural and cross-cultural business practices

- Qualitative and interpretative methods (expert interviews, polls, standardised surveys)
  - expert interviews and surveys
  - case studies

Methods of Teaching and Learning
- Interactive seminar
  Self-awareness, observation and group interaction are key skills for developing cultural effectiveness. The module seeks to develop team and communication skills in addition to continual reflection throughout the semester. The module also has a progressive assignment structure and final group-based assessment assignment, so that regular attendance and active participation is 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 and analysis in small groups
- Simulations and role plays
- Independent study and research
- Presentations
- Group work, feedback and review

Core Literature

Further reading and resources will be provided on the syllabus at the beginning of the course.