Department: 10 Business Administration

Course title: Cross-cultural Management and Negotiations

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 manage business practices, teams and negotiation in an intercultural context.

Prerequisites: English 2nd & 3rd sem.; at least English B2 Module BA BWL 120 IC; basic knowledge of intercultural theory

Recommended reading:

Additional text and resources will be provided on the syllabus at the beginning of the semester.

Teaching methods:
- 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 are required.
- Written and research assignments
- Students are expected to complete readings and research tasks independently as study assignments and to contribute well-prepared findings and evaluations in class.
- Case studies and analysis in small groups
- Independent study and research
- Presentations
- Peer review and feedback

Assessment methods: semester assignment

Language of instruction: English

Name of lecturer: Prof. Dr. Nicole Brunnhuber

Email

Link

Course content:
- Globalization and localization
- Organizational cultures, corporate cultures, regional cultures
- Cross-cultural Management: theory, research and practical application
- Intercultural business communication
- Negotiation theory, strategy and tactics
- Global teams – real and virtual
- Critical incidents; conflict avoidance and resolution

Remarks