Department 13 General and Interdisciplinary Studies
Course title Intercultural Challenges in Sales and Account Management
Hours per week (SWS) 2
Number of ECTS credits 2
Course objective The students shall increase their intercultural competence applied in an international sales environment.
Prerequisites

Recommended reading
- Successful Global Account Management: Key Strategies and Tools for Managing Global Customers (2001), by Nick Speare and Kevin Wilson
- Managing Global Accounts (2008), by Noel Capon / Dave Potter / Fred Schindler
- Global Account Management: a complete action kit of tools and techniques for managing global customers (2008) by Peter Cheverton
- Series „Beruflich in …“ (2010-2016) Alexander Thomas und… (for different countries)

Teaching methods The lecture will be held in English. The lecture's methodology will be seminar-like and includes group-works, presentations, group discussions and videos.
Assessment methods Several methods are used to ensure an active learning environment. These include short lecture blocks, discussions, critical incidents of sales situations around the world, case studies, group-work, and role plays. Prerequisite: a general understanding of intercultural communication and of the sales function.
Language of instruction English
Name of lecturer Ilaria Carrara-Cagni, M.A.
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Link
Course content International Sales is increasing its strategic role in global organizations today, as customer's demands are becoming more complex in technology and in international coverage. As a result of this, relationship management, negotiating and intercultural competence are crucial in today's intercultural working context. The focus of the seminar will be on the challenging task of sales and account managers and their role in an international business environment.
Remarks