Course Title: Interactive Competence and Negotiations (MA)*

Department: 10 Business Administration

Hours per week (SWS): 4
Number of ECTS credits: 5

Course Objective:
The students should:
• be able to use the English language, including business terminology and social English, interactively in relevant fields of international business, in written and oral communication, in real-life situations
• acquire an adequate degree of acceptance of other cultural modes of expression and cultural profiles as well as the necessary ambiguity tolerance and integrate it into their interactive competence, chiefly in business situations, on the basis of the awareness and knowledge of cross-cultural differences and their own cultural profile
• become familiar, both in theory and practice, with various national business habits, leadership styles and virtues, corporate structures and patterns, and learn how to deal with those differences in order to be able to act and react in complex cross-cultural situations
• acquire cross-cultural negotiation competence
• develop a keen awareness of cultural differences in sales, PR, advertising and customer behaviour in order to be able to act successfully in different markets with cultural differences and different use of marketing tools

Prerequisites:
basic knowledge in intercultural communication; good academic and business English

Recommended Reading:
SELECTED TEXTS & MATERIAL (handouts etc.);

Teaching Methods:

Assessment Methods:
presentation (1/3) final exam (2/3)
regular attendance required

Language of Instruction:
English

Name of Lecturer:
Prof. Dr. Muellich

Email:
harald.muellich@hm.edu

Link
Course content

• comparative cultural analyses focusing on countries, and/or industries (compiling, analysing and presenting relevant information in a comprehensive package)
• arguing, negotiating, decision-making and leading teams across cultures, with English as the lingua franca
• cultural dimensions, typologies and standards and their effects on national business practices; national business etiquettes
• comparative analyses of national leadership styles (values, priorities, attitudes and expectations), corporate structures and forms of team work
• comparative analyses of culturally different modes of communication such as presentations and decision-making
• negotiating in international teams, situations, markets and across cultures
• international business assignments; recruiting, training, expatriation, repatriation, culture shock
• selected examples of brand identity, company philosophy and communication as well as marketing in different cultures

Remarks