Courses in English
Course Description

Department 10 Business Administration
Course title Intercultural Business Communication and Management (MA)*
Hours per week (SWS) 4
Number of ECTS credits 5

Course objective Intended Learning Outcomes (Skills, Knowledge, Attitude)
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 as well as in forms of digital communication and digital media
• 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, in personal encounters and in digital communication (circulars, mails, social and internal media etc.), with various national business habits, leadership styles and virtues, corporate structures and patterns (also in virtual global leadership), 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
• become familiar with different cultural meeting and presentation styles and the respective audience expectations
• be able to deal with different motivation cultures and incentive patterns, direct and indirect communication and conflict management, relationship-building and different roles of managers and advisors, with the underlying patterns of convincing and leading (also in digital forums)
• develop a keen awareness of cultural differences in sales, PR, advertising and customer behaviour (also in a digital world and the world-wide web) in order to be able to act successfully in different markets across cultural differences and with different use of marketing tools, taking into account the possibilities of digital channels
• be aware of and evaluate the role and functions of technology, digitisation and human factors in different cultures

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

Recommended reading
• Selected Texts and Material(handouts etc.;)[obligatory]
  • Browaeys, Marie-Joëlle & PRICE, Roger (2008 & later): Understanding Cross-Cultural Management, Harlow. [coursebook]

Teaching methods
• Seminar;
• Interactive workshop techniques with student presentations, input and discussion phases;
• simulations;
• use of video material and critical incidents
Assessment methods
Due to the crucial role of self-reflection, observation, the (psychological) processes of enhancing cross-cultural awareness and understanding, gaining a deeper insight into attitudes and practicing communication and behavior patterns regular attendance (80%) is mandatory. The presentations delivered are essential as input and illustration, practical examples and for (practicing) the adequate use of intercultural 'tools' in analyzing real-life cases and critical incidents.

Language of instruction
English

Name of lecturer
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Link

Course content
• comparative cultural analyses focussing on countries and/or industries (compiling, analyzing and presenting relevant information in a comprehensive package)
• conducting meetings, presenting, 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
• digital communication channels, communication in a global company, team communication, digital communication
• 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

Applied methods in Economics and Business administration
Analysis models and methods (research and analysis models):
• 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
Qualitative and interpretative methods (expert interviews, polls, standardised surveys):
• expert interviews and surveys

Remarks