Courses in English
Course Description

Department
10 Business Administration

Course title
Cross-cultural Communication and Management

Hours per week (SWS)
4

Number of ECTS credits
5

Course objective
After successful completion of this course, students will have a critical understanding of contemporary approaches to cross-cultural management and their limitations for appropriate application in practical business situations. Students will have the skills required to manage and interact effectively with cross-cultural teams by understanding and anticipating different communication styles and technology usage in the contexts of globalization and digital transformation. Students will be equipped with cross-cultural management and negotiation skills to foster synergies, value and competitive advantage in the contemporary and future business environments.

Prerequisites
- English for academic study (at least B2)
- Basic knowledge of intercultural theory

Recommended reading

Teaching methods
- Interactive seminar. Self-awareness, observation and group interaction are key skills for developing cultural effectiveness. This module seeks to develop team and communication skills in addition to continual individual reflection throughout the semester.
- This module also has a progressive assignment structure and final group-based assessment assignment requiring regular attendance and teamwork.
- 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.
- Group tasks
- Case studies
- Independent study and research
- Presentations
- Simulations
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<th>Assessment methods</th>
<th>Module assignment</th>
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<tbody>
<tr>
<td>Language of instruction</td>
<td>English</td>
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<tr>
<td>Name of lecturer</td>
<td>Prof. Dr. N. Brunnhuber</td>
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| Course content | - Globalization, localization and culture in business  
- Cross-cultural Management: theory and practical application  
- Cross-cultural communication  
- Global teams – real and virtual  
- Cross-cultural negotiation  
- Conflict avoidance and dispute resolution |
| Remarks | |