### Intercultural Management

<table>
<thead>
<tr>
<th><strong>Module Code</strong></th>
<th><strong>Workload</strong></th>
<th><strong>Credits</strong></th>
<th><strong>Semester</strong></th>
<th><strong>Frequency of Module</strong></th>
<th><strong>Duration</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM 06</td>
<td>180 hrs.</td>
<td>6</td>
<td>3 + 4</td>
<td>Only winter semester</td>
<td>2 Semester</td>
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</tbody>
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1. **Module Components**

   a) Intercultural Communication
   b) Managing Cultural Diversity

2. **Teaching Language**

   a) English
   b) English

3. **Contact Hours**

   a) 22.5 hrs.
   b) 22.5 hrs.

4. **Self Study**

   a) 67.5 hrs.
   b) 67.5 hrs.

5. **Class Size**

   a) 50
   b) 50

### Learning Outcomes

After successful participation in the module the students ...

**Knowledge (1)**

... enhance their competence in coping with cultural differences at the university, during their internships and study semesters abroad and in the future workplace in business

... examine their own cultural standards, identities, assumptions and preferences with a wider perspective

... identify and describe possible cultural variations at play in international and cross-border encounters

**Comprehension (2)**

... Identify the key elements of intercultural conflict and misunderstandings in leadership, organization and communication

... Discuss advantages and disadvantages of various approaches for learning about cultural diversity

... Understand basic pre and post cultural turn concepts of culture and cultural diversity

**Application (3)**

... Apply concepts learned to the salient multicultural group processes and dynamics in their workgroups

... Evaluate possible reasons for conflicts and differentiate between conflicts and irritations originating from the situation, the culture and the individual

**Synthesis (5)**

... Synthesize the multimodal approach to development of intercultural competence through enhanced cognitive, affective and behavioral growth by reacting in a more ethnorelative manner to incidents in the intercultural encounter.

### Individual Component Content

a) The course ICC provides an introduction to global diversity trends and the impact of cultural diversity on international business. The foundation of a socio-anthropological understanding of culture is constructed; cultural identity theory and communication science perspectives are included. The cultural learning cycle of expatriates is examined, within the context of preparation for the required semesters abroad and the integration of the non-German students in Germany. Seminal literature and current thinking on the use of cultural standards, orientations and dimensions are discussed, drawing on the work of the Globe project, Hofstede, Hall, Trompenaars, Laurent et al. Communication models are presented and the area of non-verbal communication is explored. Examples are taken from business operations and from the daily life as a student in a multicultural group.
4 | **Teaching Methods**
   | a) Lecture
   | b) Lecture

5 | **Prerequisites**
   | None

6 | **Methods of Assessment**
   | a) Graded Assessment 1sbK (Written Exam) (3 LP)
   | b) Graded Assessment 1sbB (50%) (Report) (3 LP insgesamt für alle Teilprüfungsleistung dieser Lehrveranstaltung) ¹
   | b) Graded Assessment 1sbPN (50%) (Presentation) ¹

7 | **Applicability of Module**
   | International Business Management B.A. (IBM)

8 | **Person Responsible for Module**
   | Prof. Nikola Hale (Module Responsible)

9 | **Reading List (Core Texts and Recommended Texts)**
   |   | Schroll-Machl, Silvia, (2004), Doing Business with Germans, their perceptions, our perceptions.

¹ This graded assessment is only considered passed when all components of the assignment have received a minimum grade of "adequate", (4.0).