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Principles of Intercultural Management (W3IB_IBAM205)

International Business International Business Administration & Management Module name Language Number Version Module leaders Principles of Intercutural Management German/English W3IB_IBAM205 1 Flym, Prof. Dr. Clive; Villingen-Schwennin T Positioning of the module in the course of study Module duration Module type Module duration Semester Requirements for participation Module of the module in the course of study 2 T Core module 2 T Teaching and examination methods used Teaching methods 2 T Teaching methods Lecture, Case Study Teaching methods - T Teaching methods - - T T T Components Combined examination performance - - T T T Total workload (in h) of which attendance time (in of which self-study (in h) ECTS points h) 150 60 5 T Professional competence A Secope of the contains of the increasing internationalization of business activities and miniparity of the sciolal and cultural environment and have reflected on their d								
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understanding of cultural influences in interpersonal situations. Against the background of the business activities of internationally active companies, students deal with complicated interplay of cultural levels and their influence on employees and corporate culture. In additive they are to assess the influence of cultural differences on corporate strategy, organizational design and methods used. Recognize management concepts and negotiation strategies and act in a targeted manner.	Professional competence	immigration on the sha for strengthening the p with "foreigners". As a basis for their oric concepts of culture an modern cultural theori- able to assess the limi analyzed the central fa understanding of cultur Against the backgrour complicated interplay they are to assess the methods used.	ping of the various cultu perception of their social entation in an internation d gained an overview of es. They have become itations and possibilities actors influencing situat irral influences in interpe nd of the business activi of cultural levels and th e influence of cultural di	and levels. They have a levels. They have a levels and cultural environment, of the possible app familiar with the n s of different culturations of interculturations of interculturations of internations. It is of international situations of international eris influence on erist of the comparison of	ave become familiar with the central conce ironment and have reflected on their dealin students became familiar with the central plications and limitations of key traditional a nain features of acculturation theory and a res or groups coming together. They have al communication and have developed a b ally active companies, students deal with the mployees and corporate culture. In addition orate strategy, organizational design and	and are basic the		
Methodological competence Students are to independently apply specified methods to specific problems. Students can collect data information from various internal and external sources, evaluate them in principle and process them according to specified criteria. They can increasingly the available learning and working materials independently to acquire knowledge.	Methodological competence	information from various according to specified	us internal and external criteria. They can incre	l sources, evaluate	e them in principle and process them	and		
Personal and social skills Students have reflected cognitively and affectively on their own cultural imprint. They are aware of the necessity of a model-based analysis of intercultural interaction and the inherent risk of stereotyping. The open to suggestions and are to apply given methods to specific problems independently. Students have developed a feeling for the multi-layered influences and effects of culture on economic control of others from different perspectives. The Students can work constructively in an international working group.	Personal and social skills	necessity of a model-to open to suggestions a Students have develop They are to reflect on behavior of others from	based analysis of interc ind are to apply given r ped a feeling for the mu their own behavior aga n different perspectives	ultural interaction methods to specific ulti-layered influence ainst the backgrou s. The	and the inherent risk of stereotyping. They c problems independently. ces and effects of culture on economic co nd of other value systems and analyze the	ntexts.		

Comprehensive action competence	Students are to evaluate and critically compare different approaches. They have basic patterns of analysis with which they can structure problems of intercultural interaction in a goal-oriented way. On the basis of the knowledge they have already acquired about different socio-cultural contexts, they will be able to identify and critically evaluate options for action in specific situations and give plausible reasons for their decision on the
Comprehensive action competence	knowledge they have already acquired about different socio-cultural contexts, they will be able to identify

Learning units and contents						
Teaching and learning units	Presence	Self-study				
Principles of Intercultural Management	30	45				
The multicultural society: effects of internationalization and immigration; cultural theory in transition: from anthropology to management theory; traditional and modern cultural theory approaches; ethnocentrism/ethnorelativism; "The Perceptual Lens": self-image/foreign image; stereotyping; diversity; social and cultural intelligence; acculturation theory; intercultural communication.						
International Organizational Behavior	30	45				

Corporate culture and climate; cultural influences on corporate design; influence of culture on management and leadership styles; motivation; conflict management and resolution; cultural diversity and its influence on productivity and innovation performance in companies; expectations and job satisfaction.

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Special features and requirements

Special features

Prerequisites

None

т Literature Bowe, H. J./Martin, K./Manns, H.: Communication Across Cultures. Mutual Understanding in a Global World, Port Melbourne: Cambridge University Press. Browaeys, M.-J./Price, R.: Understanding Cross-Cultural Management, Harlow: Pearson Education Chhokar, J.S./Brodbeck, F.C./House, R.J.: Culture and Leadership Across the World. The GLOBE Book of In-depth Studies of 25 Societies, Mahwah: Lawrence Erlbaum Associates Deresky, H.: International Management. Managing Across Borders and Cultures, Harlow: Pearson Education. Deardorff, D.K. (ed.): The SAGE Handbook of Intercultural Competence. Thousand Oaks: SAGE Publications. House, R.J./Hanges, P.J./Javidan, M./Dorfman, P.W./Gupta, V. (eds.): Culture, Leadership, and Organizations. The GLOBE Study of 62 Societies, Thousand Oaks: SAGE Publications. House, R.J./Dorfman, P.W./Javidan, M./Hanges, P.J./Sully de Luque, M.F.: Strategic Leadership Across Cultures. The GLOBE Study of CEO Leadership Behavior and Effectiveness in 24 Countries, Thousand Oaks: Sage Publications. Lüsebrink, H.-J.: Intercultural communication. Interaction, perception of others, cultural transfer, Stuttgart: Metzler. Luthans, F./Doh, J.P.: International Management. Culture, Strategy and Behavior, New York: McGraw-Hill. Martin, J.N./Nakayama, T.K.: Intercultural Communication in Contexts, New York: McGraw-Hill. Nakayama, T.K./Halualani, R.T. (eds.): The Handbook of Critical Intercultural Communication, Chichester: Wiley-Blackwell. Schneider, S.C./Barsoux, J.-L./Stahl, G.K.: Managing Across Cultures, Harlow: Pearson. Schneider, U./Hirt, C.: Multikulturelles Management, Munich: Oldenbourg.

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Dataset from: 6.6.2018 from the DHBW SharePoint