Intercultural Management

Course Description

Students will learn about the most important intercultural disciplines and areas of work and acquire knowledge in the relevant social sciences, business, and natural science frameworks. The various professional roles, duties, and scope of action in internationally operating companies are also referenced.

Contents

1. Introduction and Overview
   1. Classification and Delimitation of Intercultural Management
   2. Intercultural Management as a Science
2. Introduction to the Theories of Intercultural Management
   1. Intercultural Core Theory
   2. Culture and Psychology
   3. The Importance of Context, Culture, Religion and Language
   4. Cultural Concepts from Hofstede, Trompenaars, and GLOBE
3. Intercultural Management in the Economy
   1. Culture and Globalization
   2. International Cultures and Global Trends
   3. Organizational Cultures of SMEs and MNCs
   4. Case Studies of International Negotiations
4. Personnel Management in International Companies
   1. Basics of Personnel Management
   2. Functions of Personnel Management
5. Innovation Management in International Companies

5.1 Basics of Innovation Management

1. Structures and Processes of Innovation Management
2. Impact of National Culture on Innovation