

Intercultural Management

Module Code: DLBLOIM_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Stéphane Timmer (Intercultural Management)

Contributing Courses to Module

- Intercultural Management (DLBLOIM01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning

Written Assessment: Case Study

Study Format: myStudies

Exam or Written Assessment: Case Study, 90
Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Introduction to the theories of intercultural management
- Intercultural management in the economy
- Personnel management in international companies
- Innovation management in international companies

Learning Outcomes**Intercultural Management**

On successful completion, students will be able to

- recall theories of intercultural management.
- understand complex issues and discussions of intercultural management.
- apply acquired knowledge in intercultural management.
- systematically analyze facts, data and information from scientific sources.
- evaluate arguments, ideas, information, problems and possible solutions from the field of intercultural management.
- develop critical arguments in relation to issues of intercultural management.

Links to other Modules within the Study Program

This module is similar to other modules in the fields of Business Administration & Management

Links to other Study Programs of the University

All Bachelor Programs in the Business & Management fields

Intercultural Management

Course Code: DLBLOIM01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Students learn about the most important intercultural disciplines and areas of work and acquire knowledge of relevant social science, business and natural science frameworks and principles. Reference is also made to the different professional roles, duties and scope of action in internationally operating companies.

Course Outcomes

On successful completion, students will be able to

- recall theories of intercultural management.
- understand complex issues and discussions of intercultural management.
- apply acquired knowledge in intercultural management.
- systematically analyze facts, data and information from scientific sources.
- evaluate arguments, ideas, information, problems and possible solutions from the field of intercultural management.
- develop critical arguments in relation to issues of intercultural management.

Contents

1. Introduction and Overview
 - 1.1 Classification and Delimitation of Intercultural Management
 - 1.2 Intercultural Management as a Science
2. Introduction to the Theories of Intercultural Management
 - 2.1 Intercultural Core Theory
 - 2.2 Culture and Psychology
 - 2.3 The Importance of Context, Culture, Religion and Language
 - 2.4 Cultural Concepts from Hofstede, Trompenaars and GLOBE
3. Intercultural Management in the Economy
 - 3.1 Culture and Globalization
 - 3.2 International Cultures and Global Trends
 - 3.3 Organizational Cultures of SMES and MNCS
 - 3.4 Case Studies of International Negotiations

4. Personnel Management in International Companies
 - 4.1 Basics of Personnel Management
 - 4.2 Functions of Personnel Management
5. Innovation Management in International Companies
 - 5.1 Basics of Innovation Management
 - 5.2 Structures and Processes of Innovation Management
 - 5.3 Impact of National Culture on Innovation
 - 5.4 Impact of Corporate Culture on Innovation

Literature

Compulsory Reading

Further Reading

- Ahlstrom, D., & Bruton, G. D. (2010). International management: Strategy and culture in the emerging world. South-Western Cengage Learning.
- Crawley, E., Swailes, S., & Walsh, D. (2013). Introduction to international human resource management. Oxford University Press.
- Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). Cultures and organizations: Software of the mind: Intercultural cooperation and its importance for survival. McGraw Hill.
- Livermore, D. (2015). Leading with cultural intelligence: The real secret to success (2nd ed.). American Management Association.
- Trompenaars, F., & Hampden-Turner, C. (2020). Riding the waves of culture: Understanding diversity in global business (4th ed.). Nicholas Brealey Publishing.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
--	--------------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book	<input type="checkbox"/> Sprint
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab	<input type="checkbox"/> Interactive Online Lecture
<input type="checkbox"/> Vodcast	<input checked="" type="checkbox"/> Guideline	
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed	
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader	
<input type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides	

Study Format myStudies

Study Format myStudies	Course Type Lecture
----------------------------------	-------------------------------

Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Exam or Written Assessment: Case Study, 90 Minutes

Student Workload					
Self Study 100 h	Contact Hours 0 h	Tutorial 25 h	Self Test 25 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides