Intercultural Management

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.

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