

<b>Module title</b>		<b>Abbreviation</b>
Business Culture Integration (BCI)		10-PSC-IKK-132-m01
<b>Module coordinator</b>		<b>Module offered by</b>
MBA-Continuing Education		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
6	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
<p>Motivation</p> <p>Intercultural competencies are skills required to be able to properly interact with individuals and groups from other cultures and countries. Such skills are essential in today's globalised world of work. Proper intercultural communication in particular has a significant impact on the success of business relationships with partners from other cultures. The development of your own set of intercultural competencies requires characteristics such as sensitivity, understanding and flexibility. In addition, it is helpful to be familiar with and understand a variety of other cultures and nations. This module will cover the following topics:</p> <ul style="list-style-type: none"> <li>- Intercultural challenges</li> <li>- Emotional skills</li> <li>- Intercultural sensitivity</li> <li>- Lewis model of cultures</li> <li>- Business culture integration</li> </ul>		
<b>Intended learning outcomes</b>		
<p>Objectives</p> <p>Get a broad overview of the key aspects of intercultural competencies. Learn the theoretical foundations of intercultural competencies, including different approaches regarding a variety of cultures. Learn how to analyze distinct cultures and acknowledge in what ways they differ. You will also get an insight into different cultural dimensions. Gain a deep understanding of the necessary preconditions to further develop intercultural competencies. In particular, you will be taught knowledge of different cultures with focus on North and South America, Asia, and Eastern Europe. Approach</p> <p>Professors and selected experts in the field of Business Culture Integration provide you with extensive knowledge of intercultural competencies. Based on the analysis of cultural differences they will sharpen your awareness of challenges associated with intercultural cooperation. In this context the different cultural dimensions will be explained in detail. Using various practical examples you will learn to understand typical cultural differences. Through a presentation you will demonstrate your understanding of intercultural competencies. In a written exam you will be tested about the theoretical frameworks.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 120 minutes) and presentation (approx. 20 minutes), weighted 65:35 Language of assessment: German, English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)		

