

Module title		Abbreviation
Intercultural Management 1		12-IM1-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module offers an introduction to intercultural management. It will sensitise students to the international world of business, in which an awareness of cultural differences is essential, and will thus prepare them for entering an international labour market. Having discussed globalisation as a context of justification and having put intercultural management in the context of international management, the course will introduce students to different concepts of culture and will investigate how international operations affect corporate culture. In addition, the course will discuss special forms of international cooperation, such as sending employees abroad. The course will not only equip students with the theoretical basics of intercultural management but will also provide them with an opportunity to apply the theories in practice, working on case studies and team exercises.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Multiculturalism: a phenomenon in a global(ised) economy 2. The phenomenon of culture 3. Cultural dimensions 4. Corporate culture 5. Typical application situations 		
Intended learning outcomes		
<p>Students are able to evaluate key concepts, theories and models in intercultural management and have developed an in-depth understanding of their own cultural backgrounds as well as the cultural backgrounds of others. They understand how culture influences perception, both on an individual and on a collective level, and thus also impacts processes of perception in the world of work. The course places particular emphasis on enhancing the students' intercultural skills.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 or</p> <p>c) presentation (approx. 45 minutes) and term paper (approx. 10 pages), weighted 1:1 or</p> <p>d) term paper (approx. 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
<p>30 places. WA1:</p> <p>(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.</p> <p>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.</p> <p>(3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
--		

Workload
150 h
Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)
JMU Würzburg • generated 18.04.2025 • Module data record 142201