

<b>Module title</b>		<b>Abbreviation</b>
Cross-Cultural Management 2 - Leading Across Cultures		12-VerCCM-242-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
Holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Description:</p> <p>This is the intermediate module of the Cross-Cultural Management series. On the surface, communication appears to be a relatively simple operation requiring two basic components -- a speaker and a listener. This module focuses mainly on the world of business and tackles head on the issues and problems of international exchanges. The series is taught on the basis of the context of daily international business and is filled with many international business scenarios, simulations and case studies. Reading includes the texts "Wenn Kulturen aufeinander treffen - Führung zwischen Kulturen" ("When Cultures Collide -- Leading Across Cultures") and "Cross-Cultural Communication - Ein visueller Ansatz" ("Cross-Cultural Communication -- A visual Approach"). "For a German and a Finn, the truth is the truth. In Japan and Britain, it is all right if it doesn't rock the boat. In China, there is no absolute truth. In Italy, it is negotiable." The course will look at the link between values and communication and at how cultural messages unconsciously filter through into the language we use to influence others and how our words may have a different impact than intended which often times can lead to misunderstanding and a loss of trust and business.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Brief review of the origins of culture</li> <li>2. Status, leadership &amp; organisation</li> <li>3. Team building &amp; horizons</li> <li>4. Motivating people &amp; trust</li> <li>5. Business meetings</li> <li>6. Introduction to 80 cultures in 8 regions of the world</li> </ol>		
<b>Intended learning outcomes</b>		
Students have continued to deepen their understanding of culture including their own personal cultural background. Students have gained a heightened awareness of the importance of cross-cultural competence and the dangers of relying on culturally bound intuitions.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
<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)		
<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 creditable for bonus</p>		
<b>Allocation of places</b>		
<p>20 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>		

- (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.  
 (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Workload**

150 h

**Teaching cycle**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Bachelor' degree (1 major) Business Information Systems (2024)  
 Bachelor' degree (1 major) Economathematics (2024)  
 Bachelor' degree (1 major) Business Management and Economics (2024)