

Course title	<i>Intercultural Management Communication</i>
Course code	<i>S 9910/S 9911</i>
Module coordinator	<i>Miriam Heinrich</i>
Lecturer	<i>Waltraud Gehrig M.A.</i>
Level of course	<i>Bachelor</i>
Recommended prerequisites	<i>Min. English B2-level</i>
Type of course	<i>Block Seminar</i>
Weekly lecture hours (SWS)	<i>2</i>
ECTS credits	<i>2</i>
Workload	<i>In total 60h, 30h course attendance, 30h self-study</i>
Assessment (grading; pass/fail)	<i>graded</i>
Regular cycle	<i>Each semester</i>
Language of instruction	<i>English</i>
Contents:	<p><i>The world goes global and we should be able to manage a wide range of personalities and man-power from different cultures and countries at our workplace. In this course the impact of culture on international business relationships is analyzed and the course content will refer mainly to experiences in countries from the Eastern part of the world, like CIS-countries(former Soviet Union), MENA&MEA (Middle East Northern Africa & Middle East Asia) and the Balkan. Topics include:</i></p> <ul style="list-style-type: none"> <i>• Introduction in most popular intercultural communication theories</i> <i>• Negotiating styles and conflict management</i> <i>• Identification and management of stakeholders and key decision makers in various cultures</i> <i>• Networking and relationship management in international markets</i> <i>• Cross-cultural management of human resources</i> <i>• General aspects of project management in the above-mentioned countries</i> <i>• Various country-specific profiles are used for different case studies</i> <p><i>All examples and case studies are based on the professional experience of the lecturers and are by 100% out of practice.</i></p>
Learning outcome (competencies):	<p><i>After having successfully completed the course, the students should be</i></p> <ul style="list-style-type: none"> <i>• able to initiate and handle relationships in a multi-cultural environment</i> <i>• sensitized for the importance of intercultural communication in international projects and able to handle possible conflict situations</i> <i>• aware of potential risks and challenges of working in a different cultural environment (especially in transition countries)</i>

Teaching methods	<input type="checkbox"/> Lecture <input checked="" type="checkbox"/> Group work <input checked="" type="checkbox"/> Exercises <input type="checkbox"/> Simulation <input type="checkbox"/> Video feedback <input type="checkbox"/> Others:
Assessment methods	<i>Presentation</i>
Recommended reading	
Additional information	<i>The course content is based on the examples of cultures from the Eastern hemisphere: CIS, Balkan, MEA&MENA, UAE etc.</i>
Recognition of credits	