

## Module 32152

### Cross Cultural Management

Module-Nr. Code	32152
Title of Module	Cross Cultural Management
Semester or Trimester	Winter Semester
Duration of Module	One Semester
Type of Course (Obligatory, elective, etc.)	obligatory
Components of Course, if applicable	
Frequency of Offer of Module	Each Winter Semester
Entry Requirements	Successful Application for Master Program
Relationship of Module with other Modules of Programme	Relationship with International Marketing
Persons Responsible for Module	Prof. Dr. Thorsten Petry
Name of Teachings Staff	Prof. Dr. Thorsten Petry
Language of Instruction	English
Number of ECTS-Credits	6
Total Workload and its Composition (i.e. Teaching, Self Study, Preparation of Presentations)	180 hours (75 hours Teaching and Presentations, 25 hours Preparation of Presentations and 80 hours Self study Preparation for Exams)
SWS	5 teaching hours per week Teaching and Presentations
Methods of Examination / Requirements for Grades	Presentation and written or oral exam or research paper
Emphasis of the grade for the final grade	6 ECTS out of a total of 60 ECTS

#### **Aim of course (expected learning outcomes and competencies to be acquire)**

The learning outcomes of the course can be characterizes as follows:

- The general theoretical framework provided by this course enables students to analyze and handle challenges of international business in different countries.
- At the end of the module, students will understand the impact of culture on values, motivation, behaviours, perception of individuals and the influences of cultural diversity on interactions between people from different cultures. They will be able to develop strategies to deal with the challenges of cultural diversity.
- Students will understand the impact of cultural diversity on business. They will possess

- extended knowledge regarding the US-American, Russian, French and Chinese culture.
- Moreover they will analyze the impact of international business activities on the core management functions Strategy, Organisation and Human Resources Management.

The overall objective of the course is to equip students with both theoretical knowledge and practical skills necessary to work with business partners from different countries.

## Contents of the course

### Part A: Introduction

- Characteristics of cross-cultural business activities
- Cultural diversity: Influences and opportunities / threats
- Management of cultural diversity: Approaches & methods
- Environmental foundation for cross-cultural business

### Part B: The main challenges of cross-cultural business

- Communication
- Management of multi-cultural teams
- Leadership
- Motivation
- Decision making
- Negotiation

### Part C: Doing business in different countries

- USA
- Russia
- France
- China

### Part D: The impact of international business activities on different management functions

- International strategy
- International organisational structures & processes
- International human resources management

### Part E: Conclusion and summary

- Case studies / speeches (partly already integrated in parts A-D)
- A look back

Teaching and learning methods	Lecture, presentations, case studies, exercises
Special features (e.g. percentage of online-work, practice, guest speaker, etc.)	Guest speakers
Recommended literature (Teaching and learning material)	(Selection) <ul style="list-style-type: none"> <li>▪ Adler, N.J. (2008): International Dimensions of Organizational Behavior, 5th edition</li> <li>▪ Deresky, H. (2008): International Management: Managing Across Borders and Cultures, 6th edition</li> <li>▪ Dowling P. J. / Festing, M. / Engele, A. D. (2007): International Human Resource Management: Managing People in a Multinational Context, 5th edition</li> <li>▪ Graham, J.L. / Lam, M.N. (2007): China now: doing business in the world's most dynamic</li> </ul>

	<p>market</p> <ul style="list-style-type: none"> <li>▪ Gesteland, R.R. (2005): Cross-cultural Business Behavior, 4th edition</li> <li>▪ Hodgetts R.M. / Luthans F. (2008): International Management: Culture, strategy, and behaviour, 7<sup>th</sup> edition</li> <li>▪ Hofstede, G. (2003): Cultural Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations, 2<sup>nd</sup> edition</li> <li>▪ Morrison, T. / Conway, W. A. (2006): Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries</li> <li>▪ Morschett, D. / Schramm-Klein, H. / Zentes, J. (2009): Strategic International Management: Text and Cases</li> <li>▪ Thomas, D.C. (2001): Essentials of International Management: A Cross-Cultural Perspective</li> </ul>
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