

Module Description: Profilierungsbereich Bachelor, Profilierungsbereich Master

1.	Module Code	PB-40
2.	Module Title	International and Intercultural Management
3.	Module Coordinator	Prof. Dr. Nick Lin-Hi
4.	Teaching Staff	Moritz Botts
5.	<p><b>Competences:</b></p> <p><b>Broadened and deepened knowledge</b></p> <p><b>Understanding of knowledge</b></p> <p><b>Application and creation of knowledge</b></p> <p><b>Communication and cooperation</b></p> <p><b>Professionalization/ Scientific identity</b></p>	<p><u>After completing the module students have acquired</u></p> <ul style="list-style-type: none"> <li>• an overview of globalization and globalization theories;</li> <li>• in-depth understanding of culture and intercultural communication in the field of management;</li> <li>• knowledge about established theories of internationalization and international management strategies</li> <li>• an understanding of the function and role international and multinational companies.</li> </ul> <p><u>Students are able to</u></p> <ul style="list-style-type: none"> <li>• critically to reflect the theories of international and intercultural management;</li> <li>• uncover their own patterns of thought and actions and to reflect them in international and intercultural contexts.</li> </ul> <p><u>The students can:</u></p> <ul style="list-style-type: none"> <li>• classify and interpret empirical findings from the field of international management;</li> <li>• interpret challenges of the global economy from different points of view;</li> <li>• analyze cultural differences and apply different cultural models to understand cultural challenges;</li> <li>• give recommendations on internationalization decisions.</li> </ul> <ul style="list-style-type: none"> <li>• present cases in the field of international management in front of an international group;</li> <li>• discuss challenges of cross cultural management in an international group;</li> <li>• communicate with managers from international companies about their field.</li> </ul> <ul style="list-style-type: none"> <li>• broaden their view of their study field through questions of international and cross-cultural management;</li> <li>• reflect personal views and views of their study subject via discussions and group work in an international context.</li> </ul>
6.	Content	<ul style="list-style-type: none"> <li>• opportunities and challenges of globalization;</li> <li>• tasks and objectives of international management;</li> <li>• analysis of the global political, cultural, legal and ethical factors of strategic management;</li> <li>• concepts of culture and interculturalism in global working environments;</li> <li>• international and multinational companies;</li> <li>• internationalization theory and applications;</li> </ul>

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		<ul style="list-style-type: none"> <li>strategies of international management.</li> </ul>				
7.	<b>Selected Literature</b>	<p>Deresky, Helen (2018): International Management. Managing Across Borders and Cultures, 9th Edition, Upper Saddle River: Prentice Hall International.</p> <p>Hill, John S. (2009): International Management, Thousand Oaks: Sage Publishing.</p> <p>Morschett, Dirk / Schramm-Klein, Hanna / Zentes, Joachim (2010): Strategic International Management. Text and Cases. Wiesbaden: Gabler Verlag.</p> <p>Peterson, Mark F. (2007): The heritage of cross cultural management research implications for the Hofstede chair in cultural diversity, in: International Journal of Cross Cultural Management, 7 (3), pp. 359-377.</p> <p>Rugman, Alan M. / Verbeke, Alain / Nguyen, Quyen T. K. (2011): Fifty years of international business theory and beyond, in: Management International Review, 51 (6), pp. 755-786.</p>				
8.	<b>Courses (hours per week)</b>	<p>PB-40.1 International Management (SE) (2 SWS)</p> <p>PB-40.2 Intercultural Management and Communications (SE) (2 SWS)</p>				
9.	<b>Required Prerequisites</b> <i>according to examination regulations</i>	none				
10.	<b>Recommended Prerequisites</b>	Working knowledge of English				
11.	<b>Rotation Schedule</b>	annual				
12.	<b>Offered in (Winter/Summer Semester)/ Recommended Semester of Study</b>	summer semester				
13.	<b>Form of Assessment</b> <i>according to examination regulations</i>	presentation				
14.	<b>Workload</b>	<table border="1"> <tr> <td>contact hours: 56</td> <td>overall workload: 180</td> </tr> <tr> <td>self-study: 124</td> <td>credit points: 6 CP</td> </tr> </table>	contact hours: 56	overall workload: 180	self-study: 124	credit points: 6 CP
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15.	<b>Applicability of Module</b>	<ul style="list-style-type: none"> <li>Profilierungsbereich Bachelor</li> <li>Profilierungsbereich Master</li> </ul>				
16.	<b>Further Information</b>	<p>This course is part of the "Certificate for International Management and Practical Ethics" and the class will be held in English.</p> <p>Gemäß § 4,4 der Prüfungsordnung des Profilierungsbereichs besteht kein Anspruch der Studierenden auf das Vorhalten bestimmter Angebote oder eine regelmäßige Wiederholung von Modulen.</p>				

