

Module Description: Profilierungsbereich Bachelor, Profilierungsbereich Master

1.	Module Code	pbx040
2.	Module Title	International and Intercultural Management
3.	Module Coordinator	Prof. Dr. Nick Lin-Hi
4.	Teaching Staff	Moritz Botts
5.	<p>Competences:</p> <p>Broadened and deepened knowledge</p> <p>Understanding of knowledge</p> <p>Application and creation of knowledge</p> <p>Communication and cooperation</p> <p>Professionalization/ Scientific identity</p>	<p><u>After completing the module students have acquired</u></p> <ul style="list-style-type: none"> • an overview of globalization and globalization theories; • in-depth understanding of culture and intercultural communication in the field of management; • knowledge about established theories of internationalization and international management strategies • an understanding of the function and role international and multinational companies. <p><u>Students are able to</u></p> <ul style="list-style-type: none"> • critically to reflect the theories of international and intercultural management; • uncover their own patterns of thought and actions and to reflect them in international and intercultural contexts. <p><u>The students can:</u></p> <ul style="list-style-type: none"> • classify and interpret empirical findings from the field of international management; • interpret challenges of the global economy from different points of view; • analyze cultural differences and apply different cultural models to understand cultural challenges; • give recommendations on internationalization decisions. • present cases in the field of international management in front of an international group; • discuss challenges of cross cultural management in an international group; • communicate with managers from international companies about their field. • broaden their view of their study field through questions of international and cross-cultural management; • reflect personal views and views of their study subject via discussions and group work in an international context.
6.	Content	<ul style="list-style-type: none"> • opportunities and challenges of globalization; • tasks and objectives of international management; • analysis of the global political, cultural, legal and ethical factors of strategic management; • concepts of culture and interculturalism in global

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		<p>working environments;</p> <ul style="list-style-type: none"> • international and multinational companies; • internationalization theory and applications; • strategies of international management. 				
7.	Selected Literature	<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.	Courses (hours per week)	<p>pbx040.1 International Management (SE) (2 SWS)</p> <p>pbx040.2 Intercultural Management and Communications (SE) (2 SWS)</p>				
9.	Required Prerequisites <i>according to examination regulations</i>	none				
10.	Recommended Prerequisites	Working knowledge of English				
11.	Rotation Schedule	annual				
12.	Offered in (Winter/Summer Semester)/ Recommended Semester of Study	summer semester				
13.	Form of Assessment <i>according to examination regulations</i>	presentation				
14.	Workload	<table border="1"> <tr> <td>contact hours: 56</td> <td>overall workload: 180</td> </tr> <tr> <td>self-study: 124</td> <td>creditpoints: 6 CP</td> </tr> </table>	contact hours: 56	overall workload: 180	self-study: 124	creditpoints: 6 CP
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15.	Applicability of Module	<ul style="list-style-type: none"> • Profilierungsbereich Bachelor • Profilierungsbereich Master 				
16.	Further Information	This course is part of the "Certificate for International Management and Practical Ethics" and the class will be				

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		<p>held in English.</p> <p>Gemäß §3 Abs. 3 der Prüfungsordnung des Profilierungsbereichs besteht kein Anspruch der Studierenden auf das Vorhalten bestimmter Angebote oder eine regelmäßige Wiederholung von Modulen.</p>
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