

<b>Module (0936)</b>	<b>Intercultural Communication 1. Intercultural Communication</b>
Degree course:	International Industrial Management, TBB
Submodules:	1. Intercultural Communication 2. Seminar International Cultures
Contact Hours:	60 hours (Module)
Self Study	60 hours (Module)
ECTS Credits:	4 ECTS (Module)
Module Content	Theories of intercultural management. Corporate strategy, organizational structures, human resource management, communications in global, multinational companies. Knowledge management and conflict resolution in intercultural environments. Core values of different cultures and their effect on behaviour and communication especially in the context of business negotiation.
Learning Target	Students are enabled to act and interact in international and intercultural workplaces and develop an understanding of and a sensitivity for the diversity of other cultures. Understanding underlying cultural assumptions as the basis for one's own behaviour. Embracing the basic principles of intercultural communication.
Type of instruction:	Lectures with exercises
Type of Assessment:	90 minutes examination (intercultural communication) 20 minutes presentation (seminar intercultural communication)
Literature:	Cultures and Organisations: Software of the Mind, Geert Hofstede, London, 1991  Beyond Culture, Edward T. Hall, New York, 1976  Transnational Management, Bartlett & Ghosal, New York, 1999  Intercultural Management, Jacob, London, 2003  Intercultural Communication in the Global Workplace, Varner & Beamer, New York, 2005

<b>Submodule 1:</b>	<b>Intercultural Communication</b>
Contact Hours:	30 hours
Self Study	30 hours
ECTS Credits:	2 ECTS
Exam Code:	1133006
Learning Target:	Understanding the basic principles and theories of intercultural communication and management. Grasping the essential strategies and skills involved in the leadership and management of multicultural teams.
Type of Assessment:	90 Minutes written examination