

2018.FS

<b>Module Name: Corporate &amp; Cross Culture</b>	
Module Code	w.BA.XX.1CCM-IM.XX
Module Description	The module is designed to help students develop their skills in the field of corporate culture and cross-cultural management. Students understand the meaning of culture and its impact on organizations and on human behavior. They learn about, and are able to effectively cope with, the diversity of social value orientations and communication styles, which are omnipresent in the world of international business.
Program and Specialization	International Management
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> First-Year Studies
ECTS	6
Organizational Unit	W Abt. International Business Leitung
Module Coordinator	Petra BarthelMESS R�othlisberger (base)
Deputy Module Coordinator	Dong Yang Meier (yanm)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § are familiar with the theory of corporate culture. § are familiar with the theory of cross-cultural management. § identify different corporate and national cultures. § develop cultural self-awareness. § solve problems that arise when different cultures meet in international business contexts by reconciling intercultural conflicts. § acquire job-specific intercultural skills. § base their judgment on appropriate analysis of the cultural context. § communicate effectively across cultural boundaries. § write texts that present information in an organized and concise manner. § are able to state ideas clearly, argue logically, and develop complex thoughts and statements while participating in class discussions. § create and deliver a presentation that is correct in content and original in its design. § learn to set goals by selecting, managing, and assessing their own learning activities. § are able to observe and understand actual events and relate them to existing information schemes. § work effectively in groups.

Module Content	§ Corporate culture and cross-cultural management § Communication styles across cultures § Cultural dimensions – social value orientations § Cultural conflicts, critical incidents, and reconciliation methods § Cultural awareness and self-reflection § Cross-cultural communication § Diversity management § Multicultural and highly diverse teams § East meets West		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Discussion § Presentation § Group project	<b>Social Settings Used:</b> § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Multiple Choice Tests		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	-	-	20 h
Small Class	42 h	-	-
Group Instruction	-	-	25 h
Practical Work	-	-	25 h
Seminar	-	-	-
<b>Total</b>	<b>42 h</b>	<b>70 h</b>	<b>68 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	60	100,00%
<b>Permitted Resources</b>	No calculator	With dictionary	
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
Classroom Attendance Requirement	80%		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	§ Chhokar, J., Brodbeck, F. & House, R. (2007). Culture and Leadership Across the World: The GLOBE Book of In-Depth Studies of 25 Societies. London: Sage. ISBN 1135703795. § Gardenswartz, L. & et. al (2003). The Global Diversity Desk Reference. Managing an International Workforce. San Francisco: Pfeifer. ISBN 1429465514. § Hampden-Turner, C. & Trompenaars, F. (1997). Riding The Waves of Culture: Understanding Diversity in Global Business. 2nd edition. New York: McGraw-Hill. ISBN 1904838405. § Hofstede, G., Hofstede, G. & Minkov, M. (2010). Cultures and Organizations: Software of the Mind. 9th edition. New York: McGraw-Hill. ISBN 0071770151. § House, R., Hanges, P., Javidan, M., Dorfman, P. & Gupta, V. (2004). Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies. London: Sage. ISBN 1452208123. § Trompenaars, F. & Nijhoff, A. (2010). The Global M&A Tango: How to Reconcile Cultural Differences in Mergers, Acquisitions, and Strategic Partnerships. New York: McGraw-Hill. ISBN 0071763406. § Trompenaars, F. & Hampden-Turner, C. (2004). Building Cross-Cultural Competence. How to Create Wealth from Conflicting Values. Chichester: Wiley & Sons. ISBN 0300130635.		
Comments	-		