Module description: Corporate Culture & Cross Cultural Management

Module Code	w.BA.XX.CoCCCM-IM.25HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	This module is designed to help students develop their skills in the field of corporate culture and cross-cultural management. Students are taught to 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 in the world of international business.
Organizational Unit	Abteilung International Business
Module Coordinator	Jeremy Dela Cruz
Deputy Module Coordinator	Petra Barthelmess
Program and Specialization	• International Management
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009

Module Category	**Module Type** Compulsory	**Program Phase** First Year-Studies

Prerequisite Knowledge	
Contribution to Program Learning Objectives (by the concerned 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

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Module Learning Objectives	Students... • are familiar with the theory of corporate culture. • are familiar with the theory of cross-cultural management. • develop cultural self-awareness. • communicate effectively across cultural boundaries. • work effectively independently and 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 and leadership • East meets West
Links to other modules	This module is linked to the following modules:
Digital Learning Resources	• Reader • Teaching Videos • Teaching Materials • Practice and Application Exercises (with Key) • Case studies and discussion
Methods of Instruction	• Lecture • Application Tasks • Exercises • Problem-Oriented Teaching • Case Studies • Interactive Instruction • Project Work • Explorative Learning Social Settings Used: • Individual Work • Group Work

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	56 h	64 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**56 h**	**64 h**	**60 h**

Performance Assessment

End-of-module exam	Form	Length (min.)	Weighting
Written exam	closed book	60	100.00
Permitted Resources	No calculator	With dictionary	

Others	Assessment	Format	Length (min.)	Weighting
IDI Assessment *This is a compulsory/threshold assessment event and a prerequisite to sitting the MEP for this module.*	Pass/Fail	Einzelarbeit	20	0.00

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Classroom Attendance Requirement	Other Attendance and participation in the IDI assessment is mandatory.
Compulsory Reading	
Recommended Reading	• House, R. & Mansour, J. & Hanges, P. & Dorfman , P. & Gupta, V. (2004). Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies. SAGE Publications. ISBN 9780761924012. • Gardenswartz, L. & Rowe, A. & Digh, P. & Bennett, M. (2003). The Global Diversity Desk Reference: Managing an International Workforce. Pfeiffer. ISBN 9780470571064. • Trompenaars , F. & Asser, M. (2010). The Global M&A Tango: How to Reconcile Cultural Differences in Mergers, Acquisitions, and Strategic Partnerships. McGraw Hill. ISBN 9780071770156. • Trompenaars , F. & Hampden-Turner, C. (1997). Riding The Waves of Culture: Understanding Diversity in Global Business. 2nd Edition. Irwin Professional. ISBN 9780786311255. • Hofstede, G. & Hofstede, G. & Minkov, M. (2010). Cultures and Organizations: Software of the Mind. 3rd Edition. McGraw Hill. ISBN 9780071664189. • Chhokar, J. & Brodbeck, F. & House, R. (2007). Culture and Leadership Across the World: The GLOBE Book of In-Depth Studies of 25 Societies.. SAGE Publications. ISBN 9780805859973. • Trompenaars , F. & Hampden-Turner, C. (2000). Building Cross-Cultural Competence: How to Create Wealth from Conflicting Values. McGraw Hill. ISBN 978047149527.
Comments	The Head of Program or the Module Coordinator reserve the right to amend this module description if necessary.