

CROSS CULTURAL MANAGEMENT

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

The students:

- know and recognize the differences and similarities of different cultures and can name them.
- know the basics of intercultural and international management
- can reflect their own assumptions and attitudes against the background of different cultures.
- are personally able to move confidently in intercultural teams.

COURSE CONTENTS

- Concept of culture and cultural models
- Sensitization to international and multicultural working environments
- Building on culture-specific characteristics according to Hofstede, Trompenaars, Thomas, etc., the meaningful use of management tools adapted to cultural characteristics is developed in order to be able to work successfully in international teams and to contribute to the solution of intercultural conflicts

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

3