



Course number: WDT 41932
Intercultural Management
Study Level: Bachelor /
Undergraduate

Prof. Peter Franklin
Language of instruction: English
ECTS Credits: 4

Objectives:

This course enables students to recognize, explain and handle intercultural problems in an international management context. Students learn how the attitudes and values of national cultures – both foreign and their own – may influence behaviour in business and management. They are familiarized with the values and norms of a variety of cultures across the world. They learn to explain these behaviours as they may be experienced in intercultural management situations.

Contents:**Management**

Conceptualisations of management and intercultural management

Interaction

A simple model of intercultural interaction; sources of 'noise' in interaction and management.

Culture

Conceptualisations of culture; values, culture standards and stereotypes.

Communication style

High and low context communication, characteristics of high and low context communication cultures.

Managing operations

Concepts of time; high versus low uncertainty avoidance; universalism and particularism

Managing people and performance

Collectivism and individualism; high versus low performance orientation

Managing power and status

High versus low power distance cultures; ascriptive and achievement cultures; gender egalitarianism.

Conflict across cultures

Culturally appropriate conflict management

Reading:

Handouts of the slides accompanying the lecture are made available to the students.

Assessment:

Written examination