



Modul 5125 Intercultural Business Management for Engineers (ICBME)

Studiengang: Hauptstudium Bachelor Pflichtkennzeichen:
Credit Points: 2.0

Modulkoordination /
Modulverantwortliche/r Prof. Dr. Georgi Kolarov

Lehrende Professoren Kalee Shook

Empfohlenes Semester 4. Semester or later

Arbeitsaufwand (Workload) 2.0 Credit Points: Weekly participation (2 hrs/week)
Service Learning Projects (10 hrs)
2 Presentations (á 10 min.)
Final Presentation or Exam

Teilnahmevoraussetzungen /
Vorkenntnisse Course size: Max. 25 Students
This is a perfect course for students preparing to study a semester abroad. It aims to benefit those who work (or aspire to work) in international project management, research and development, technology transfer, marketing and/or sales, and maintenance.
Prerequisites: -

Lehrsprache English

Zu erwerbende
Kompetenzen Engineering graduates require an ever-increasing range of skills in today's globalized and competitive marketplace. They must be able to develop solution approaches as well as understand the connections between international business and technical views and philosophies.

This course encourages students to recognize, analyze and handle intercultural problems in an international business management context. Students observe how the attitudes and values of national cultures – both foreign and their own - may influence behavior and decision-making in business and management. They further develop competencies required for effective and appropriate cross-cultural communication.

Lernziele - Improve business interactions
- To cope with cultural differences
- To create synergistic work teams
- To embrace cultural diversity



Lerninhalte

This course serves as a platform on which intercultural understanding and skills are developed and practiced. This is especially important since many engineering projects are now planned and implemented across national and cultural borders.

Students are familiarized with the values and norms of a variety of cultures across the world. They study methods of cultural awareness, case studies and critical incidents of organizations' mistakes. Students then learn to explain behaviors as they may be experienced in intercultural management situations.

An important focus is on regions of Asia and the Pacific, Africa, Europe, and the Americas. Since nations are heterogeneous, competition between ethnic groups for power and wealth can significantly influence international business affairs. Students also research specific world regions and types of global organizations either profit or non-profit.

Lehr- und Lernformen / Methoden / Medienformen

Students apply concepts to selected business case studies they choose to present. Salient elements are international communication methods and skills that can be learned through various methods supporting cultural awareness and using the English language as a *lingua franca*. Using an array of approaches – service learning projects, instruments, videos, and case studies – the instructor underscores deployment issues. Through service learning projects (10 hrs over the semester) students are exposed to a variety of cross-cultural settings.

Service learning projects bridge the gap between conceptual and experimental learning, the instructor emphasizes this method for improving intercultural interaction skills. Students record projects in a journal and present them to the class or instructor throughout the semester. A variety of service options makes this training even more attractive, e.g. sharing information about home country to civic organizations, planning cultural field trips, corresponding with new international students, etc.

Literatur / Arbeitsmaterialien

Case studies and supporting texts will be provided by the instructor, however cases stem primarily from:

- Cushner, K. and Brislin, R. *Improving Intercultural Interactions*. Sage Publications, 2005.
- Cohen, R., Kennedy, P. and Perrier, M. *Global Sociology*. New York University Press, 2013.
- Moran, R., Braaten, D. and Walsh, J., (Eds). *International Business Case Studies for the Multicultural Marketplace*. Houston: Gulf Publishing, 1994.