

Appendix 2 to the Examination Regulations

Module description of the continuing education certificate “Doing International Business” (as of 27 February 2022)

Doing International Business								5-MGM-4.4
No.	Workload	Credits	Study semester	Frequency	Sem.	Duration	Type	Q level
4.4	150 h	6	4th sem.	Annual	Summer	1 sem.	Compulsory	MBA
1	Course type			Participation requirements			Planned group size	Language
	Self-study & classroom exercises			No formal requirements			25	German/ English
2	Teaching and learning methods (self-study/contact time)							
	<p><u>Self-study: (112 h)</u></p> <p>(1) Guided knowledge transfer, approx. 67 hours</p> <p>a. Knowledge transfer and practice through assignments (lecture and exercise)</p> <p>b. Supplementary courses, e.g. via universities' e-learning systems (including additional scripts, exercise material, multimedia courses)</p> <p>(2) Independent knowledge consolidation, approx. 45 hours</p> <p>a. Reading of literature listed in assignments</p> <p>b. Case studies and discussion in study groups</p> <p>c. Application and consolidation in professional life</p> <p><u>Contact time: (38 h)</u></p> <p>(1) Classroom exercise, 24 hours</p> <p>a. Exercises and case studies</p> <p>b. Clarification of students' questions arising from the self-study phase</p> <p>(2) Other, approx. 14 hours</p> <p>a. Personal questions to teaching staff and/or assistants by phone or e-mail</p> <p>b. additional teaching in small groups, examination</p> <p>c. Online consulting hours</p>							

<p>3</p>	<p>Learning outcomes/competences</p> <p>The internationalisation of business activities poses companies the challenge of coping with differences between countries. This module underlines the relevance of intercultural management and lays the theoretical foundations by introducing the concept of cultural theories. It describes the influence of national culture on management functions and gives an overview of current challenges in intercultural management. The content of this module is applied to specific countries and business contexts in selected case studies. The intention is to embed a guest lecturer in teaching and to elaborate country-specific management in greater detail.</p> <p>On successful completion of the module, students have the following knowledge and skills:</p> <ul style="list-style-type: none"> - Ability to critically reflect on and be conscious of one's own culturally influenced standpoints. - Learning to recognise and assess the strengths of one's own culture and those of the foreign culture. - Ability to find and implement suitable measures for problem-solving in an international or multicultural work environment.
	<ul style="list-style-type: none"> - Ability to deal with stress and insecurity in intercultural situations. - Ability to act appropriately in intercultural situations. - Apply and plan strategic international human resources development. - Analysis and evaluation of the impact of globalisation on companies and organisations. - Derivation and development of specific skills, competences and qualities that are expected of managers operating at global level. - Compilation of guides and options for action for international sales and account managers with regard to sales and negotiation skills in an international business environment. - Students are able to work on questions (case studies) in a team and present them to the seminar attendees, as well as face a critical discussion.

4	Contents
	<p>During the module, students are acquainted with the following content, contexts and topics:</p> <ol style="list-style-type: none"> 1. Culture, cultural memory, the foreign, intercultural, perception, stereotypes, cultural learning, cultural adaptation, and cultural models and dimensions. 2. Central models of communication, intercultural communication processes, interactive construction of culture 3. Globalisation – economy and politics: definition and causes of globalisation; opportunities and risks of globalisation, consequences of globalisation, creation of a global political framework, global cooperation. 4. Strategic international human resources development, the effects of globalisation on companies and organisations, and specific skills, competences and qualities that are expected from managers operating at a global level. 5. Intercultural conflict prevention: conflict prevention issues in an international environment, issues of human resource management and conflict resolution. 6. International sales management: international sales and account management, sales and negotiation skills and their role in an international business environment. 7. Intercultural business cooperation: case studies and empirical studies on intercultural business cooperation, conflict potential and coping strategies in intercultural business cooperation. 8. Methods of intercultural training: methods and models of intercultural learning, possibilities for imparting intercultural competence in the form of training, implementation of short training sequences 9. Methods of consultation in an intercultural context: Models and approaches for consultation in an intercultural context and the practice of consultation skills. 10. Intercultural management: management functions such as planning, decision-making, organisation, controlling, negotiation, problem-solving and team management from an intercultural perspective
5	Form of assessment
	Combination exam: Term paper AND presentation
6	Condition for the award of credits
	Module examination pass
7	Weight of grade in the final grade
	6/120 (The module grade, weighted with its ECTS points, is included in the final grade.)
8	Application of the module (in the following study programmes):
	Master General Management (MBA), part-time combined studies
9	Module coordinator
	Prof. Dr. Öztürk + guest lecturers from partner universities

10	Other information (1) Classroom lecturers (see current list of lecturers at the relevant location) (2) Teaching materials (assignments, see the current list of authors on the relevant assignment)
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