



Intercultural Management and German Academia

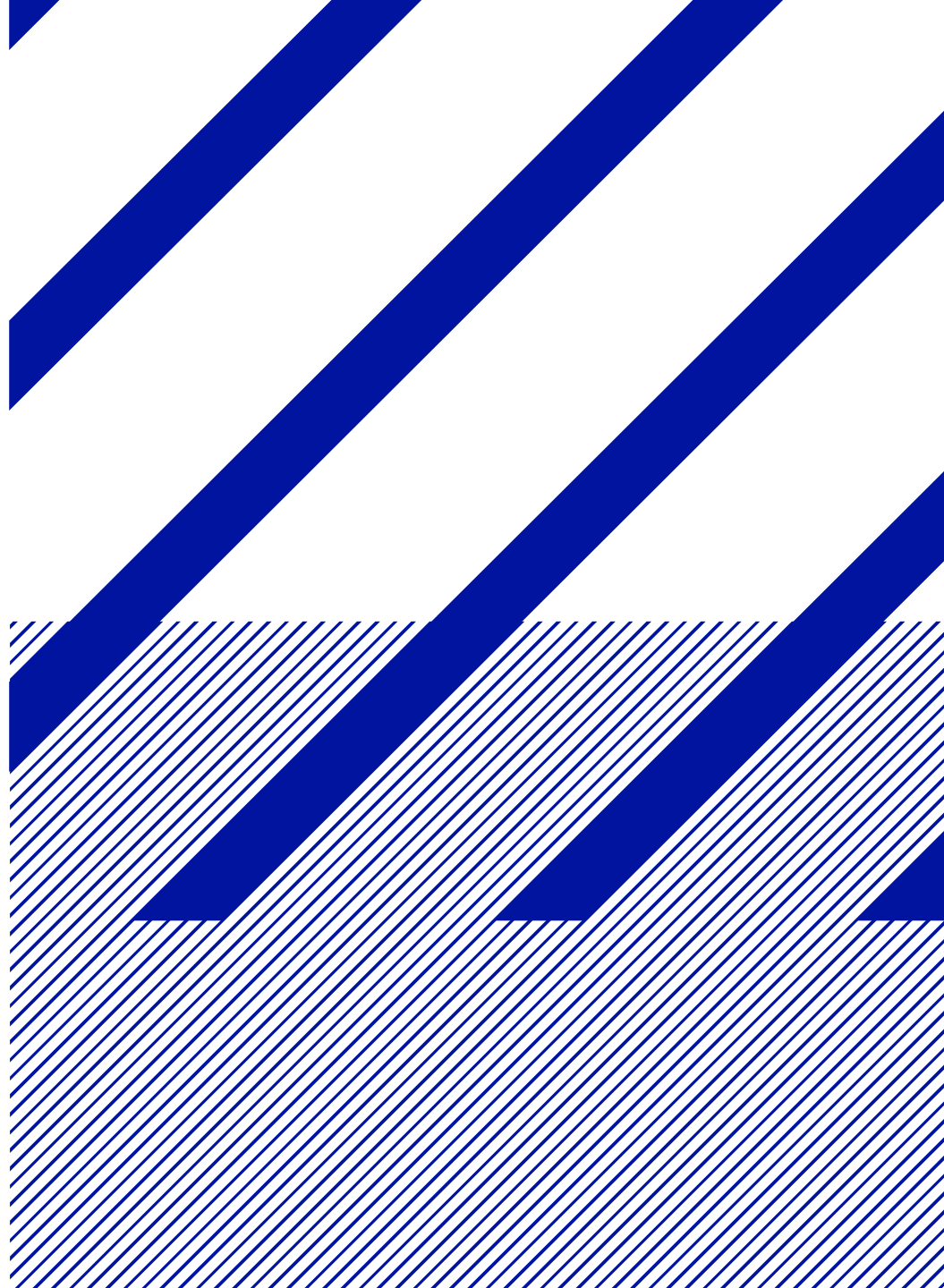
Complete IM&GA in September (before the semester starts)

Get to know students from the Münster Business School

Develop your intercultural competencies and your entrepreneurship skills

Learn to work in international teams to solve social problems

Jennifer Burkart, Joanna Nolting and Annika Horstmann



Intercultural Management and German Academia

The International Autumn School involves taking part in the module Intercultural Management & German Academia

25 Sept – 27 Sept 2022
Intercultural Management

3-day workshop plus paper

Students will first take part in a three-day workshop on Intercultural Management

Final assignment: 1,800 – 2,000 word paper
Upload by Nov 30, 2023

28 Sept – 29 September 2022
German Academia

2-day workshop plus presentation

In this course, students will develop their research skills by completing a project focused on Social Entrepreneurship

Final assignment: Group presentation.
(Recorded) Upload by 31 October, 2023

Intercultural Management and German Academia

Meet MSB Students

You will be working together with students from the Münster School of Business. Social activities are planned so that students can get to know each other.



Intercultural Management and German Academia

Lecturers



Jennifer Burkart, MA



Joanna Nolting



Annika Horstmann

Intercultural Management

You will develop your intercultural competencies

Goals

At the end of this course students will be able:

- To explain the basis of **cultural differences** and the **influence of culture on behaviours, communication and conflict management** with the help of cultural models
- To **adapt** to intercultural situations and to **reflect on their own behaviour**
- To **gain skills** in working constructively in international teams, integrating different opinions and perspectives to reach a common goal
- To develop **academic writing skills** by **writing a paper** using the theories and models presented in the course
- To plan on how to apply the experience to the business world

Intercultural Management

Topics and methods

Topics

What is culture?

Using stereotypes effectively

Consulting cultural models

Adapting communication styles

Managing intercultural conflicts

Global virtual teams

Methods

Interactive lectures

Role-plays

Case studies



German Academia

You will also develop your research and entrepreneurship skills

Goals

At the end of this course students will be able to:

- Define what is social entrepreneurship
- Identify areas where social entrepreneurs work
- Describe characteristics of successful social entrepreneurs
- Name Social Businesses in Münster and to understand why they they have been able to succeed
- Research a social need that they would like to to address
- Develop well-researched business model for addressing this need
- Successfully pitch the idea to get funding



Social Entrepreneurship

Methods

Methods

Interactive lectures

Group work

Guest speakers

The course will include a **Social Business Tour** of Münster. Students will visit businesses such as elbēn, bayti hier, konifez, Hafenkäserei, Finne Brauerei, Salam Kitchen



Additional Information

Examination Form

Intercultural Management:	Paper (1,800 – 2,000 words in English)
Social Entrepreneurship:	Presentation (prepared in groups)

Language

English

Questions

Send an email to Jennifer Burkart at jburkart@fh-muenster.de

Registration: Send an email to Nick Langer: n.langer@fh-muenster.de