



Contents

The national and regional cultures of employees, customers, suppliers, and partners greatly influences many management functions and influences the marketing process in many ways. This course uses multiple methods and sources to give students a variety of perspectives and a variety of tools to explore their own cultural influences and to learn how to work productively with the cultural influences of others to become more effective marketing and sales managers.

Using a variety of theories, models, case studies, videos group discussions, role plays, and structured conversations, the course aims at improving the **intercultural competence** (motivation, knowledge, empathy, behavioral patterns) of each student. Students will be evaluated on cultural competence at the beginning and at the end of the course.

Topics include: Introduction to Culture, Cultural Models, Intercultural Leadership, Intercultural Communication, Multicultural Teams, Virtual Teams, Intercultural Competence, and Intercultural Issues in Marketing.

6 Participation Requirement

None

7 7.1 Requirements for the award of credit points

Successful presentation and project performance

7.2 Examination Form

(e.g. exam, oral examination, essay/paper, presentation, portfolio; length of examination in minutes)

Presentation and Project work

7.3 Requirements for admission to the examination

7.4 Importance of the mark for total mark

Semester 5% (6 CP of 120 CP)

*Die Prüfungsordnungen der Studiengänge finden Sie in den Amtlichen Bekanntmachungen der FH Münster unter dem folgenden Link
https://www.fh-muenster.de/hochschule/aktuelles/amtliche_bekanntmachungen/index.php?p=2,7.

8 8.1 Lecture Language

German English Another, namely:

8.2 Module Supervisor:

Prof. Dr. Bert Kiel

8.3 Lecturer

Prof. Michael Wasserman, Ph.D.

8.4 Maximum number of participants

8.5 Ergänzende Informationen (optional) (z. B. Literaturempfehlungen, weitere beteiligte Personen etc.)

Prof. Wasserman teaches the module in English.

Selected References

Intercultural Management – textbooks

Adler, N.J. & Gundersen, A. (2007). *International Dimensions of Organizational Behaviour*, 5th edition, SAGE Publications, Thousand Oaks, CA

Deardoff, D.K. (2009). *The SAGE Handbook of Intercultural Competence*. SAGE Publications, Thousand Oaks, CA

Meyer, E. (2014). *The Culture Map*. PublicAffairs, New York.

Intercultural Management – current article

Neely, T. (2017). How to Successfully Work Across Countries, Languages, and Cultures, *Harvard Business Review*, <https://hbr.org/2017/08/how-to-successfully-work-across-countries-languages-and-cultures>

Cultural Intelligence – foundation material

Earley, C.P., & Mosakowski, E. (2004). Cultural Intelligence, *Harvard Business Review*, <https://hbr.org/2004/10/cultural-intelligence>

Thomas, D.C., & Inkson, K (2009). *Cultural Intelligence – Living and Working Globally*, 2nd edition, Berrett-Koehler Publishers, 2009. Also available in Spanish: „Inteligencia cultural – Habilidades interpersonales para triunfar en la empresa global“, Paidós, 2007.

Cultural Intelligence – current article

Ott, J., Michailova, S. (2018). Cultural Intelligence: A Review and New Research Avenues, *International Journal of Management Reviews*, 20, 99-119. <https://onlinelibrary.wiley.com/doi/full/10.1111/ijmr.12118>

Markman, A. (2017). 3 Ways to Identify Cultural Differences on a Global Team, *Harvard Business Review*, <https://hbr.org/2018/06/3-ways-to-identify-cultural-differences-on-a-global-team>