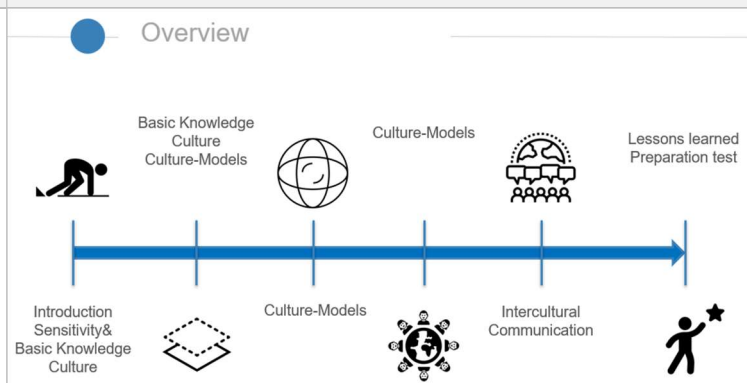


Lecture_Intercultural Management Summer Semester 2024

Name of the course	Intercultural Management
Name of the lecturer	Bernd Deutscher
Description of the course	<p style="text-align: center;">● Overview</p>  <ul style="list-style-type: none"> - Raising awareness of intercultural issues - Creating awareness for one's own perception - Reflection on the concept of culture - Understanding of "culture" and "cultural standards" in an intercultural context - Introduction to models of culturally descriptive sciences - Cultural Models from simple to multi-dimensional such as Hofstede/Trompenaars. - Intercultural Communication depending on the time, to be canx or shortened.
Dates	t.b.c.
Kind of exam	Written or verbal test.
Prerequisites required	NONE
Recommended reading	<p>The Culture Map, Erin Meyer;</p> <p>When Cultures Collide: Leading Across Cultures (English Edition) 2018 Englisch Ausgabe von Richard Lewis (Autor)</p> <p>Exploring Culture: Exercises, Stories and Synthetic Cultures – 1. August 2002 Englisch Ausgabe von Gert Jan Hofstede (Autor), Douglas M. Smith (Autor)</p> <p>https://hi.hofstede-insights.com/national-culture</p> <p>https://online.seu.edu/articles/high-and-low-context-cultures</p> <p>....</p>
Working language	English