

## **P 432 Intercultural Management (Martin) (International Management: Intercultural Management and Communication)**

**Lecturer:** Professor Dr. Thomas A. Martin

### **Course content: Business Administration**

- Fundamentals of International Management
- Fundamentals of culture and culture dimensions
- Cultural differences influencing International Management
- Intercultural aspects of Management and Leadership
- Conclusions for Intercultural Communication
- excursus: Culture and international Marketing-Communication: selected examples
- Case studies

**Prerequisites:** fundamentals of business administration and working knowledge of management theory

**ECTS:** 2 Credits

**Hours per week** (SWS Semesterwochenstunden): 2 (organized as 4 hours in the first or second half of the semester, take a look in the SIC-System with information on the lecture)

**Assessment:** presentation followed by questions, based on the (one week before) submitted PowerPoint- manuscript, and 75 % attendance minimum

**Registration:** written registration (paper based) at the beginning of the semester, latest date for registration is 4 weeks after beginning of the semester (October respectively March) (exclusion period !)

**Textbooks:** (Your presentation should demonstrate that you have read one of these books)

Deresky, Helen: International management: managing across borders and cultures, 6. ed., low price ed.. Englewood Cliffs, N.J.: Prentice Hall, 2008

Briscoe, Dennis R.: International human resource management: policy and practice for the global enterprise, 2. ed.. - London [u.a.] : Routledge, 2004

Dessler, Gary: Human resource management, 10th ed.. - Upper Saddle River, NJ : Pearson Prentice Hall, 2005

Dowling, Peter J.: International human resource management: managing people in a multinational context, 4. ed., repr. - London [u.a.] : Thomson Learning, 2006

Dülfer, E.: Internationales Management in unterschiedlichen Kulturbereichen (Global Text: German and English simultaneous), München/Wien 1999.

Jacob, N.: Intercultural management, Series: MBA masterclass series, London: Kogan Page, 2003.

Mead, R. R.: International Management: cross cultural dimensions, 3. Aufl., Cambridge, Mass. 2005.

Tayeb, M.: International Management, Theories and Practices, Prentice Hall Essex U.K. 2003.