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| Module number 24 - 26 | Module title Specialised Elective Module: Cultures – What makes them different? (Cultures – What makes them different?) | | |
| Code CUL | Semester 4/5, 6, 7 | Number of WSH 4 | Module offered Changing Catalogue. Details can be found online (faculty web page). |
| Module coordinator Hager M.A. | Tuition type Seminar-style tuition | | Module duration 1 Semester |
| Lecturer Hager M.A. | Compulsory/Elective Elective | | Module language English |
| Access requirements Course segment 2 | | | |
| Learning outcomes On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods: <u>Subject skills</u> Students will have an enhanced perception of structural differences in culture and their impact on social and economic processes. Students will have gained knowledge of the main mechanism, which produce and modify national cultures, and the underlying theoretical frameworks. They have internalized methods to understand specific cultural differences and to adapt to different cultural environments. Students are able to apply theoretical knowledge about culture to typical intercultural communication situations. They can apply interpersonal skills based on cross-cultural understanding to organize group and organizational processes successfully. <u>Method skills</u> Students are able to apply different models, e.g. Hofstede’s or Trompenaar’s organizational models, to a varying and colourful business reality. They are able to transfer and apply gained knowledge proactively in intercultural work situations. <u>Social skills</u> Students develop a sense of their own particular responsibility when working with colleagues and business partners from different cultural backgrounds. They are able to change perspective and to communicate their own point of view in a goal-oriented, transparent and appreciative manner. <u>Personal skills</u> Students have refined their own cognitive and behavioural abilities in situations of intercultural interaction. They are able to independently analyse typical problems stemming from a multicultural environment and use adequate problem solving techniques. They are confident and capable of putting forth their own ideas in intercultural communication situations. | | | |
| Content | | | |

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| <ul style="list-style-type: none"> • Definitions of "culture" • Categories of cultural differences and their limitations • Analysis of life cycles of selected historical cultures • Description of modern cultures • Impact of culture on marketing strategies • Analysis of potentials resulting from cultural diversity • Simplified replication studies | | |
| <p>Literature</p> <p><u>Required reading</u></p> <p>Texts on OTH e-learning platform</p> <p>Geert Hofstede, G.J. Hofstede, Cultures and Organizations, McGraw Hill</p> <p>Edward T. Hall, Beyond Culture, Anchor Books</p> <p>Jared Diamond, Collapse, Penguin</p> <p>Fons Trompenaars, C. Hampden-Turner, Riding the Waves of Culture, Nicolas Brealey</p> <p>Jean-Claude Usunier, Julie Ann Lee, Marketing across Cultures, Pearson, Prentice Hall</p> <p><u>Recommended reading</u></p> <p>Yuval N. Harari, Sapiens – A Brief History of Humankind, Vintage</p> <p>Latest editions</p> | | |
| <p>Teaching and learning methods</p> <p>Seminar-style tuition with in-class and online exercises</p> <p>Online quizzes on course relevant issues</p> | | |
| <p>Type of examination/Requirements for the award of credit points</p> | | <p>Written examination (90 min.)</p> <p>Compulsory attendance</p> <p>Presentation and handout</p> <p>Regular attendance and active participation</p> |
| <p>Other information</p> | | <p>Max. number of participants: 25</p> <p>Registration necessary. Details can be found online (faculty web page).</p> <p>Lecture Times: Will be released in the schedule and online via WebUntis.</p> |
| <p>ECTS-Credits</p> <p>5</p> | <p>Workload</p> <p>150 hours</p> <p>Contact/attendance time: 60 h</p> <p>Additional work: 90 h</p> | <p>Weighting of the grade in the overall grade</p> <p>5</p> |