Course Syllabus

Study programme	Business Management - IBM
Course code	BWB1CCMGIL
Course title	Cross-Cultural Management
Term / year of study **when the course is delivered**	Spring/Summer Term & Fall/Winter Term
Cycle	1st cycle, BA
ECTS credits / contact hours	5 / 28
Teaching units (hours/week - SWS)	2
Course type	Interactive lecture
Prerequisites	B2 level in English, basic understanding of organisational structures and management functions
Language of instruction	English
Course content	• Culture frameworks and taxonomies • Approaches Towards Diversity Management • Recruiting for MNCs or across Cultures & planning and executing International Assignments • Managing Multicultural Teams • International Marketing Activities
Learning methods	(Self) reflection, case studies, website analyses, peer presentations
Learning outcomes	In this course, students learn to **develop** an awareness of their own culture and cultural values and an appreciation for that of others

	understand how culture influences management tasks and how to devise communication strategies to accommodate cultural diversity **structure** and **manage** teams that embrace culturally diverse backgrounds and use these effectively **meet** the challenges of international and expat assignments and **identify** how to measure performance and reintegrate employees after an international assignments
Assessment methods & criteria	**Midterm Assignment: 20%** **End-of-term Assignment: 20%** **Reflection Portfolio: 20%** **Final Exam: 20%** **Preparation and active participation in class: 20%** **NB:** All grading components must be passed in order to qualify for an overall course grade.
Grading Scale	1 Excellent 100 - 93% 2 Good 83 - 92% 3 Good average 70 - 82% 4 Below average 50 - 69% 5 Insufficient < 50%
Reading Materials	Will be provided on e-learning platform
Attendance criterion	75%

FH Salzburg