

Interkulturelles Training

Course Outline:	How to work successfully on the international market	
Working language(s): English and / or German	Language level required: Fluent for active participation (reading, writing, speaking)	
Learning methods:	Video based seminar with business situations from different markets around the world (ex. USA, France, Tansania, Russia, Brasil, China, Japan, India etc.), guided discussion, group work with case studies, business simulations, compilation of best suggestions for the cooperation won by the group work itself.	
Course objectives:	<p>To recognize – also virtually - cultural influences on working and communicating across cultures.</p> <p>To approach the concept of “culture” from the perspective of its core values.</p> <p>To understand and assess your own and foreign communicative imprints.</p> <p>To learn and practice an intercultural handling, based on cultural similarities more than cultural differences.</p> <p>To develop communicating strategies to get the best out of an intercultural cooperation.</p>	
Content outline:	<p>To be confident and competent in the international business world, one needs to understand that the basis for successfully working on the international market is an equally balanced interaction. Above all, this means two things. First, all players in the process have to be treated with respect. Second, people have to be aware that people with different cultural backgrounds experience similar situations differently, according to the respective cultural environment.</p> <p>Challenges occur due to the different values and interpretation schemes of participants, which can lead to different behavior and reaction patterns.</p> <p>This video-based seminar will illustrate how employees worldwide, with examples of every continent, work successfully in intercultural settings and how they effectively manage results.</p> <p>Some outlines:</p> <ul style="list-style-type: none"> • Challenges of a German executive sent to Japan. • Managing logistics in a German car company in Brazil. • Meeting procedure between a German and a French company. • Adjustment of agenda issues between a German employee and local customers in Tanzania. • First business contact of a German company in China. • Developing a product in India for the European market. <p>At the end of this seminar, students are equipped with practical tools and skills to handle intercultural work successfully in the international market.</p>	
Key texts/ Literature:	<ul style="list-style-type: none"> • BOLTEN, Jürgen: Einführung in die Interkulturelle Wirtschaftskommunikation. UTB, Stuttgart 2018 • MÜLLER-JACQUIER, Bernd: Internationales Teambuilding. T.M.T Bayreuth, 2018 • York Associates: Developing People Internationally. York 2008 	