

**Beeinflusst Ihre Muttersprache die Weise, wie Sie denken?**

Does your native language affect the way you think?

**Is it possible to build trusting business relationships?**

Ist es möglich, vertrauensvolle Geschäftsbeziehungen aufzubauen?

**Über welche Länder möchten Sie mehr erfahren?**

What countries are you most interested in learning about?

**Create an individualized intercultural strategy.**

Erstellen Sie eine individualisierte interkulturelle Strategie.

## **Cross-Cultural Management 2**

### **Seminarveranstaltung im Sommersemester 2026**



#### **Kursbeschreibung:**

Industries, professions, business units, governmental bodies and non-profit organizations all have unique Organizational, or so-called "Corporate" Cultures. Where do these cultures originate? Especially in large, multi-national organizations – they have both a strong central culture and flourishing sub-cultures.

**CCM2 is a fully interactive, project-based course that challenges students to apply cross-cultural collaboration, project management, and leadership skills in a real-world setting.** The seminar is structured around the **Global Village Project**, a live initiative where students develop and execute an international event from start to finish.

This course goes beyond theoretical discussions and **immerses students in real-time problem-solving**, decision-making, and teamwork across diverse cultural, generational, and educational backgrounds. The program enhances students' ability to **manage uncertainty, lead diverse teams, and drive successful outcomes in complex, multicultural environments**—crucial skills for future professionals in international business and economics.

Through **flipped classroom methods, hands-on exercises, and guided project work**, students will deepen their cultural intelligence, adaptability, and strategic decision-making abilities, ensuring they are **prepared to excel in global business and organizational settings**. The course challenges students to think more deeply about what they have learned in the other international situations and further develop a better understanding of some central issues in communications, brand management, corporate diversity and post-merger collaboration.

## What students are saying...

"CCM2 was unlike any other course I've taken. It wasn't just about learning - it was about doing, adapting, and leading in real time. From the very first week, we were thrown into a dynamic, fast-paced project where every decision mattered. Working with a diverse team, we navigated cultural differences, unexpected challenges, and tight deadlines - just like in real life."

"The Global Village was the highlight. Seeing our months of planning turn into a real event, with people from all over the world engaging and learning from each other, was an unforgettable experience. I learned how to communicate under pressure, manage conflicts, and lead a team with confidence - skills I know will stick with me far beyond university."

"What made this course truly stand out was the level of trust and responsibility given to us. Instead of just following instructions, we had to think critically, solve problems, and take ownership. It was challenging, intense, and at times even overwhelming - but in the best way possible. Looking back, I realize how much I grew - not just as a student, but as a person ready to take on real-world challenges."

**Start: Thursday 16. April 2026** at 10:15 - 11:45 Room 130, Sanderring 2, 97070 Würzburg. For those students unable to attend this first session, there will be a makeup session on Monday, 20. April at 20:00 via Zoom. Students shall send an E-Mail to the lecturer to request a zoom link.

**Weekly:** Thursdays at 10:15 - 11:45, Room 130, Sanderring 2

**Kurssprache:** Deutsch und Englisch

**Grading:** ECTS: 5 (FSQ)

Zu erbringende Leistung: Präsenz, 4 gleichgewichtete Zwischenprüfungen (jeweils ca. 5-15 Minuten) sowie als Vorleistung: Case Trains (ca. 10 Seiten) und Fragebogen (ca. 2 Seiten) (ECTS) oder regelmäßige Anwesenheit (GSiK-Bescheinigung)

**Intended Learning Outcomes:** By the end of this course, students will:

- Develop Practical Leadership & Team Management Skills: Take on leadership roles in a live project, guiding international teams through event execution.
- Apply Real-World Project Management Techniques: Learn how to plan, execute, and evaluate cross-cultural projects while adapting to dynamic environments.
- Deepen Cross-Cultural Communication & Collaboration skills: Navigate linguistic and cultural challenges in professional settings, fostering successful teamwork.
- Enhance Problem-Solving & Decision-Making Abilities: Address real-world challenges in project execution, refining critical thinking and strategic adaptability.
- Utilize Digital Collaboration Tools Effectively: Gain proficiency in tools such as Project Management Systems, Slack, Google Drive, and major social media platforms for project coordination.
- Navigate Ethical & Social Considerations in Multicultural Projects: Engage in ethical decision-making and corporate social responsibility within an international framework.
- Gain Hands-On Experience in Event Execution: Directly manage logistics, resource allocation, risk assessment, and stakeholder communication for the Global Village Project.

## Leitung:

Philo Knowles Holland III, MBA, is an experienced Organizational Generalist, Agile Management Specialist, and Digital Architect. As founder and director of the Authentic Collaboration Space, he leads applied research and design projects advancing sustainable, effective collaboration across diverse ethnic, educational, and professional backgrounds. Holland advises leaders under pressure and applies systemic collaboration principles to turn diversity into operational strength. His initiatives have involved over 9,000 participants from 123 countries, resulting in more than 191 completed projects. Holland's background spans start-up development, senior globalization advisory at a top telecom, and expertise in human experience design. Currently based in Würzburg, Bavaria, and originally from San Francisco, California, he remains active as a cyclist, hiker, cook, and university athletics foundation leader.

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**Sprechzeiten:** Nach Vereinbarung oder nach der Veranstaltung (By Appointment Only)