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 2023

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. This course accompanies students on a journey discovering many cultures, corporate and country alike, within the context of international business. Why is the truth a dangerous topic in Asia? Why are table manners so important in the USA? Can 100% harmony exist in business? These are some of the questions we will examine in this course.

The course is organized in **weekly, 2-hour classes**. In order to understand the **correlations between culture and international business**, we will start by reviewing the universal **elements of culture** – history, religion, climate and language.

The seminar continues with topics such as **the influence of Language, the use of time, bridging communication gaps, leadership and organization, team building, motivation** and finally with **trust.**

The course challenges students to think more deeply about what they have learned in the other international business subjects and further develop a better understanding of some central issues in corporate communications, brand management, corporate diversity and post merger collaboration.

Available for the first time to German Universities, students will have the unique opportunity to create their own Individual Behavioral Profile. In addition, this seminar is filled with in-class exercises as well as on-campus activities such as foreign student interviews.

What students are saying…

"CCM2 for me was the right decision. Mr. Holland has great experiences and knowledge, which he shared with us. The interviews are a good chance to train oneself how to better understand other cultures. All in all I would say the seminar was fun and, as I did the last time for CCM1, I will recommend it further to other students."

Zeit und Ort:

Start: Thursday 20. April 2023 at 10:15 - 11:45 Room 130, Sanderring 2, 97070 Würzburg

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)

Leitung:
Mr. Philo Knowles Holland III, B.Ec. MBA, U.S. Amerikaner, seit 28 Jahren in Deutschland.

Mr. Holland consults mid-size and large enterprises offering support in the areas of international collaboration management and multi-lingual communication management within multi-national organizations. Previously, he was Senior Globalization Manager at T-Systems headquarters (Deutsche Telekom AG) in Frankfurt am Main. He was responsible for initiating Corporate Globalization Services integrating multi-lingual and cross-cultural service resources with 33 countries into one integrated organizational development service framework. Mr. Holland, a U.S. American born and raised in Northern California, has been living in Würzburg since 1995 and holds a Bachelor of Science degree in International Economics from the University of Utah and a Master's of Business Administration from the Julius-Maximilians-Universität Würzburg.

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