

**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 2024**



### **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, 90-minute 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 the Global Village.**

### **What students are saying...**

*“In my academic journey, I've come across many educators, but Mr. Holland stands out for his commitment to bridging theory and practice. His influence extends beyond the classroom, providing a solid foundation for my professional growth. Mr. Holland's approach to teaching is not just about delivering content; it's about instilling a passion for understanding, continuous learning and success.*

*Mr. Holland's unique ability to foster interpersonal connections sets him apart. He doesn't just prepare students for their chosen fields; he equips them with the skills and mindset needed to thrive in collaborative and diverse professional environments. His commitment to cultivating a rich and meaningful learning experience goes hand in hand with his effectiveness in enabling students to excel in interdisciplinary working environments.”*

### **Zeit und Ort:**

**Start: Thursday 18. 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, MBA, U.S. Amerikaner, seit 29 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 of Business Administration from the Julius-Maximilians-Universität Würzburg.

**E-Mail:** [philo.holland@uni-wuerzburg.de](mailto:philo.holland@uni-wuerzburg.de)

**Telefon:** +49 (0)170-784-8494

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