

Syllabus
BAE2473 Cross Cultural Management 1
Prof. Dr. Claude-Hélène Mayer
Summer Semester 2024

Level	Bachelor
Credits	2
Student Contact Hours	2
Workload	60 Hours
Prerequisites	Open-mindedness and disposition towards English language and activities in English language, willingness to question own beliefs, attitudes and behavior
Time	See schedule
Room	T2.4.05 (only first session), afterwards via zoom
Start Date	Tuesday, 26 March 2024, 12:00 – 13:30, T2.4.05
Lecturer	Name Prof. Dr. Claude-Hélène Mayer Academic assistant : Eleftheria Beteinaki, M.A.
	Office n.a.
	Office Hours make prior appointment via e-mail
	Phone n.a.
	Email Course content: claudemayer@gmx.net preferred) Student support: eleftheria.beteinaki@hs-pforzheim.de

Zoom link:

<https://us06web.zoom.us/j/97750400491?pwd=aVJsZ0xrQk9MMEVJNFpWc09WU0JLUT09#success>

Meeting-ID: 977 5040 0491

Kenncode: 162129

Summary

This course introduces fundamental contemporary cross-cultural management competencies. By means of the example of the GLOBE study (<https://www.globeproject.com/>), you will show that you

- can reflect upon culture's imprint on yourself and others
- can assess cross-cultural differences
- have first ideas of how to learn from difference and build complementarities and synergies

Culture is defined as "how we normally do things around here" (Deal & Kennedy, 1982); it can refer to any group belonging, e.g. societal cultures (countries), organizational cultures (supplier – buyer), professional cultures (advertising, financial control, logistics etc.), innovation cultures et cetera.

Schedule

This course consists of a mandatory on-site introduction and virtual lectures via zoom.

Tuesday, 26 March 2024	12.00-13.30	Room T2.4.05
Friday, 5th April 2024	8.00-9.30, 9.45-11.15, 11.30-13.00	Online: Zoom
Tuesday, 9th April 2024	12.00-13.30	Online: Zoom
Friday, 12th April 2024	8.00-9.30, 9.45-11.15, 11.30-13.00	Online: Zoom
Tuesday, 16th April 2024	12.00-13.30	Online: Zoom
Friday, 3 May 2024	8.00-9.30, 9.45-11.15, 11.30-13.00	Online: Zoom
Tuesday, 28 May 2024	8.00-9.30, 9.45-11.15, 11.30-13.00	Online: Zoom

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes
After completion of the program the students will be able...	After completion of the course the students will be able...
1 Expert Knowledge	
1.8 ...to demonstrate profound expert knowledge in their field of specialization.	...to know and to apply the methods and tools to analyse and manage cultural diversity in engineering. (WI/IM)
1.8 ...to demonstrate profound expert knowledge in their field of specialization.	... to reflect upon culture and its impact on technology and innovation. (WI/ID)
2 Digital Skills	
3 Critical Thinking and Analytical Competence	
4 Ethical Awareness	
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	...to reflect upon culture and its impact on management and engineering.
5 Communication and Collaboration Skills	
5.2 ...to demonstrate their oral communication skills in presentations.	...to present results and discuss them during the seminar. (WI/IM)
5.2 ...to demonstrate their oral communication skills in presentations.	...to discuss cross-cultural management concepts and methods during the seminar. (WI/ID)
5.3 ...to work successfully in a team by performing practical tasks.	...to work successfully in diverse student teams.
6 Internationalization	
6.2 ...to articulate themselves in a professional manner in international business.	...to articulate themselves in a professional manner in international business.
6.3 ...to successfully demonstrate awareness of cross-cultural differences.	...to successfully demonstrate awareness of cross-cultural differences.

Teaching and Learning Approach

This course is based on problem-based learning and experiential learning.

This approach will be explained in class, and you are expected to familiarize yourself with it.

- Problem-based learning means: it is what you do that you learn.
- Experiential learning means: you learn if you link theory to own experience.

These are the roles and responsibilities in this course:

- The lecturer is responsible for providing you with learning opportunities.
- You are responsible for doing the learning.

Via course alignment, the lecturer will make sure that your doing of the learning will be rewarded: what you are asked to do is what will be measured in the final assessment.

Sources and Course Material

To be provided via e-learning: lecture notes and presentation slides

Available online: GLOBE study, <https://globeproject.com/>, in particular: “visualizations of the 2004 study” (cultural dimensions), https://globeproject.com/results%3Fpage_id=country.html#country

For further reading:

- Mahadevan, J. (2017), *A Very Short, Fairly Interesting and Reasonably Cheap Book about Cross-Cultural Management*, Sage (available in print at HS PF library)

Assessment (tentative, subject to change in case of group size variation)

- 1) Final presentation task (graded): you need to present in your own words and freely
- 2) In-class assignments (ungraded, pre-requisite for taking the final assessment)

Assessment to be finalized after registration has been completed (see page 1: registration deadline)

Grading scale

(see SPO, allg. Teil, Neufassung vom 01.09.06, p. 20):

- 1 = excellent (pass grade) = outstanding work;
- 2 = good (pass grade) = work which is far above average
- 3 = satisfactory (pass grade) = average work;
- 4 = sufficient (pass grade) = work with shortcomings which still meets requirements
- 5 = insufficient (fail grade) = work with severe shortcomings, fails to meet requirements

Academic Integrity and Student Responsibility

- Student responsibility: See teaching and learning approach
- Academic integrity: Plagiarism and violation of academic standards result in an immediate fail
- Any use of Artificial Intelligence, also: translation tools, needs to be indicated. The allowed usage of translation tools is limited to translation of words and phrases: the tool may not ‘write’ your presentation or translate the whole of it. You must present freely and in your own words.
- If you overextend the use of AI and translation tools, this will limit your contribution and can result in a fail. Not indicating AI / translation tool usage is plagiarism and also results in a fail.