

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

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

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...
<b>1 Expert Knowledge</b>	
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)
<b>2 Digital Skills</b>	
<b>3 Critical Thinking and Analytical Competence</b>	
<b>4 Ethical Awareness</b>	
...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.
<b>5 Communication and Collaboration Skills</b>	
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.
<b>6 Internationalization</b>	
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](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.