

Syllabus  
**BAE4142 Cross Cultural Management 2**  
Prof. Dr. Jasmin Mahadevan  
Winter Semester 2024/25

<b>Level</b>	Bachelor										
<b>Credits</b>	3										
<b>Student Contact Hours</b>	2										
<b>Workload</b>	90 Hours										
<b>Prerequisites</b>	CCM 1, English C1 (if not: talk to lecturer)										
<b>Time</b>	Tuesdays, 9:45 – 11:15; from Friday, 06 December onwards: also Fridays, 09:45 – 11:15 for specific dates / changes: check LSF										
<b>Room</b>	T2.4.05										
<b>Start Date</b>	Tuesday, 08 October, 09:45 – 11:15										
<b>Lecturer(s)</b>	<table border="1"><tr><td><b>Name</b></td><td>Prof. Dr. Jasmin Mahadevan</td></tr><tr><td><b>Office</b></td><td>T2.2.18</td></tr><tr><td><b>Office Hours</b></td><td>Displayed in front of office T2.2.18, appointment via email</td></tr><tr><td><b>Phone</b></td><td>07231 28-6391</td></tr><tr><td><b>Email</b></td><td><a href="mailto:jasmin.mahadevan@hs-pforzheim.de">jasmin.mahadevan@hs-pforzheim.de</a> (preferred mode)</td></tr></table>	<b>Name</b>	Prof. Dr. Jasmin Mahadevan	<b>Office</b>	T2.2.18	<b>Office Hours</b>	Displayed in front of office T2.2.18, appointment via email	<b>Phone</b>	07231 28-6391	<b>Email</b>	<a href="mailto:jasmin.mahadevan@hs-pforzheim.de">jasmin.mahadevan@hs-pforzheim.de</a> (preferred mode)
<b>Name</b>	Prof. Dr. Jasmin Mahadevan										
<b>Office</b>	T2.2.18										
<b>Office Hours</b>	Displayed in front of office T2.2.18, appointment via email										
<b>Phone</b>	07231 28-6391										
<b>Email</b>	<a href="mailto:jasmin.mahadevan@hs-pforzheim.de">jasmin.mahadevan@hs-pforzheim.de</a> (preferred mode)										

### Summary

The focus of this course is on how to manage cultural complexity and the intersectionality of cultural identities for achieving synergies and complementarities. We will discuss case studies and interact in class, to prepare for the exam and for mastering future cross-cultural management challenges.

### Assessment

- **Obligatory:** Exam (100 percent, may be reduced to 50 percent, see below). Exam needs to be passed.
- **Optional:** Students can achieve a 50 percent exam bonus during the semester (details tba in class). Students cannot achieve an exam malus.  
**Deadline for signing in for an exam bonus project: Tuesday, 22 October, in person (during class).**

## 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>	
<b>2 Digital Skills</b>	
<b>3 Critical Thinking and Analytical Competence</b>	
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	...to recognize the dangers of culturally-unaware management and know ways of how to avoid these.
<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 discuss cross-cultural management concepts and methods during the seminar.
<b>6 Internationalization</b>	
6.1 ...to understand and explain business challenges in an international context.	...to recognize the dangers of culturally-unaware management and know ways of how to avoid these.
6.2 ...to articulate themselves in a professional manner in international business.	...to demonstrate that they can articulate themselves professionally in international management.
6.3 ...to successfully demonstrate awareness of cross-cultural differences.	...to successfully demonstrate awareness of cross-cultural differences.

### Teaching and Learning Approach / Teaching philosophy

These are the roles and responsibilities in this course:

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

### Sources and Course Material

- Mahadevan, J. (2017), *A Very Short, Fairly Interesting and Reasonably Cheap Book about Cross-Cultural Management*, Sage. (available in print at HS PF library) → for deepening your understanding of culture
- Mahadevan, J., Primecz, H., Romani, L. (2020), *Cases in Critical Cross-Cultural Management – An Intersectional Approach to Culture*, Taylor & Francis (Routledge). (available as e-book via HS PF library, use VPN connection to access via HS PF library) → for training cases
- For concepts, definitions, theories, case work and student activities: Mahadevan, J. (2023), *Cross-Cultural Management – A Contemporary Approach*. London / New York: Sage (e-book HS PF library, use VPN)

**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, does not 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
- For achieving the bonus:
  - 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 content or translate the whole of it. If you present, you must speak freely and speak / write in your own words.