

**Wie typisch “deutsch” sind sie?**  
How much of a “typical” German are you?

**What’s your Cultural Profile?**  
Wie sieht Ihr kulturelles Profil aus?

**Entdecken Sie Ihre Gemeinsamkeiten mit über 100 Kulturen.**  
Find out what you have in common with 100 cultures.

**Prepare yourself for the International Business front.**  
Seien Sie vorbereitet für internationale Beziehungen.

## **Cross-Cultural Management 1**

### **Seminarveranstaltung im Wintersemester 2022/23**



#### **Kursbeschreibung:**

Culture is a fundamental feature of business life, and it is manifested most obviously in the role of multi-national companies, especially in modern nation-states. **This course examines the nature and influence of culture throughout the spectrum of international business.** Is a nation’s culture its blueprint for survival? Where does culture originate? How does it affect our daily lives? These are some of the questions we will examine in this course.

The course is organized in **weekly classes**. In order to understand the **correlations between culture and international business**, we will study the universal **elements of culture**. We begin by looking at the origins of culture. In particular, we will review the roots and routes of culture and how culture is influenced by climate and religion.

The seminar continues with **cross-century worldviews, cultural spectacles, cultural black holes and cognitive processes such as language and thought**. Lastly, we reflect on **culture and globalization, Empires – past, present and future**.

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 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...

*"I personally think that the seminar was a great experience and very different compared to other university lessons. I really think that I am well prepared to what concerns intercultural situations. I also appreciate the guest speaker and that they had the time to give us important facts about his own experiences. The case trains on WueCampus were very useful in order to practice for the exam."*

*"Ich fühle mich definitiv besser auf interkulturelle Situationen vorbereitet. Insbesondere durch Rollenspiele und andere Lehrmethoden, die aktive Mitarbeit & Einfühlungsvermögen verlangten, bekam ich eine Vorstellung von Ideen und Verhaltensweisen, die von meinen eigenen abweichen. Das Seminar hat mein Interesse vor allem an der Frage geweckt, wie ich das Wissen um kulturelle Unterschiede konkret anwenden kann, bspw. in Gesprächssituationen."*

## Zeit und Ort:

**Begin:** Thursday, 20. October 2022, 16:15-17:45, Lecture Hall 166, Sanderring 2, 97070 Würzburg. This introductory session is mandatory. During this intro, the instructor will create three classroom groups. All following classes will be held in room 130, Sanderring 2.

**Weekly:** The course is organized into 3 groups all held on Thursdays (Donnerstag). Wöchentlich: Die Veranstaltung findet in drei Gruppen statt.  
CCM1-A 14-16 Uhr | CCM1-B 16-18 Uhr | CCM1-C 18-20 Uhr

We will ALL meet first in room 166 together on **October 20th** at **16:15**. During this first session, we will introduce the course and will explain how students be will equally divided into three groups based on various demographic criteria. Registered students will then be distributed into three equally diverse groups.

**Kurssprache:** Englisch und Deutsch

## Grading: ECTS: 5 (FSQ)

Zu erbringende Leistung: Präsenz, 4 gleichgewichtete Zwischenprüfungen (jeweils ca. 15 Minuten) sowie als Vorleistung: Case Trains (ca. 10 Seiten) und Fragebogen (ca. 2 Seiten), regelmäßige Anwesenheit (ECTS) oder (GSiK-Bescheinigung). Wenn Sie Fragen haben, ob und in welchem Bereich (allgemeine oder fachspezifische Schlüsselqualifikationen) das Seminar angerechnet werden kann, wenden Sie sich bitte direkt an das Prüfungsamt Wirtschaftswissenschaft.

## Leitung:

Mr. Philo Knowles Holland III, B.Ec. MBA, U.S. Amerikaner, seit 27 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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**Sprechzeiten:** Nach Vereinbarung oder nach der Veranstaltung (By Appointment)