

Module 09xx International Business 2

1	Module no. 09xx	Major TBB	Semester 2	Offering ☒WS ☒SS	Duration 1 Semester	Module Type Obligatory	Workload (hr.) 210	ECTS Credits 7
2	Courses		Course Style		Frequency		Self Study	Language
					(SWS)	(hr.)	(hr.)	
	a) Intercultural Communication		Lecture		2	30	30	English
	b) Commercial Law		Lecture with Exercises		2	30	30	German
	c) Language 1		Lecture with Exercises		2	45	45	
3	<p>Learning Outcomes and Competences Upon successful completion of the module, students will ...</p> <p>Remember and Understand</p> <ul style="list-style-type: none"> ... know basic principles and theories of intercultural communications. ... know essential strategies and skills involved in the leadership and management of multicultural teams. ... gain insights into symbols, rituals, and other behaviors of diverse cultures. <ul style="list-style-type: none"> ... name and classify the legal standards and principles required for the activities of technical business administrators. <p>Use und Transfer</p> <ul style="list-style-type: none"> ... assess the legal admissibility of business transactions and apply them to cases encountered in practice. <p>Application: Communication and Cooperation</p> <ul style="list-style-type: none"> ... develop self-awareness through reflection. ... understand underlying cultural assumptions on the basis of one's own behavior and act and interact appropriately in intercultural workplaces ... interact in business situations, respecting taboos and customs ... develop cultural competence and empathy and effective intercultural communication ... accept different perspectives and attitudes, balance considerations, and undertake a judgment. ... communicate and cooperate within the group to develop mutually acceptable and appropriate solutions. <p>Analysis</p> <ul style="list-style-type: none"> ... analyze situations in multicultural teams by applying basic principles and theories. 							
4	<p>Contents</p> <p>a) Intercultural Communication: Theories of intercultural communications. Communications in global, multinational companies. Core values of different cultures and their effect on behavior and communication especially in a business context</p> <p>b) Commercial Law:</p> <ul style="list-style-type: none"> Teaching of the fundamentals of business law; students should thus be enabled to better understand business law issues in business practice and to independently develop initial ideas for solutions in the following areas: Fundamentals of civil law as well as commercial and corporate law. Law of obligations and property law Commercial status and commercial transactions Law of partnerships and corporations Drafting of articles of association <p>c) Language 1: Language Course: The International Office currently offers language courses in 11 different foreign languages, one of which must be chosen.</p>							
5	<p>Eligibility Requirements</p> <p>required: none</p> <p>recommended: - English skills (B2-level minimum) / recommended: English skills (B2-level minimum)</p>							

6	<p>Forms of examination and requirements for the award of credit points</p> <p>a) Intercultural Communication: presentation (graded)</p> <p>b) Commercial Law: 60-minute written exam</p> <p>c) Language 1: Assessment is based on a combination of regular attendance in class, active oral participation, presentation, completion of homework and a final examination at the end of the course</p>
7	<p>Module Application</p> <p>Obligatory module in the Bachelor's degree program in International Industrial Management (TBB). 0958 Business Administration 3, 0977 Business Administration 5, 0966 Business Administration 6, 0980 International Business, 0981 Corporate Governance and Control</p>
8	<p>Lecturer / Responsible for the Module</p> <p>Prof. Dr. Dürr (MV)</p>
9	<p>Literature</p> <p>a)</p> <ul style="list-style-type: none"> • Hall, T. (1989): Beyond Culture, New York, Doubleday • Hofstede, G. (1997): Cultures and Organisations: Software of the Mind, New York, McGraw-Hill • Jacob, N. (2003): Intercultural Management, London, Kogan Page • UNESCO Universal Declaration on Cultural Diversity • Universal Declaration of Human Rights • Varner, I. / Beamer, L. (2010): Intercultural Communication in the Global Workplace, New York, McGraw-Hill <p>b)</p> <ul style="list-style-type: none"> • Bürgerliches Gesetzbuch (Civil Code) • Fühlich (2014): Wirtschaftsprivatrecht: Bürgerliches Recht, Handelsrecht, Gesellschaftsrecht, Vahlen.
10	<p>Last Update 06.06.2023</p>