

Syllabus
BAE2473 Cross Cultural Management 1
Prof. Dr. Jasmin Mahadevan
Winter Semester 2023/24

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	Tuesdays, between 08 and 13 hrs (blocked course, approx. every two weeks, for weekly details: check LSF)	
Room	T2.4.05	
Start Date	Tuesday, 10 October 2023, 11:30 – 13:00	
Lecturer	Name	Prof. Dr. Jasmin Mahadevan
	Office	T2.2.13
	Office Hours	Tuesday, 08:00 – 09:30 am (make prior appointment)
	Phone	07231 28-6391
	Email	Jasmin.mahadevan@hs-pforzheim.de (preferred)

Make sure to enrol in moodle (e-learning) until October 17. Late registration is not possible!

This course replaces the course “Cultural Awareness”, study programme WI/International

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
- can come to first assumptions of how to learn from difference and to build complementarities and synergies from there

Culture is defined as "how we normally do things around here" (Deal and Kennedy, 1982); it can refer to any kind of collective belonging such as: societal cultures (countries), organizational cultures (supplier – buyer), professional cultures (advertising, financial control, logistics etc.)

Outline of the Course

See e-learning (moodle)

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), see: https://globeproject.com/results?page_id=country#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) **Group presentation task (50 percent of final grade):** Students prepare and hold an in-class presentation in groups, and develop the required material for doing so (powerpoint slides)
- 2) **Individual cultural detective task (50 percent of final grade):** students complete an own small, applied cross-cultural management research and analysis task.
- 3) **Prerequisites for receiving a grade in this course:** achieving a “pass” in all ungraded in-class and between-class assignments.

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: Cultural unawareness (see lecture notes), plagiarism and severe violation of the standards of academic work result in an immediate fail