



Course Unit : Strategic Business Communication

Semester	2 or 3
Hours	2
Contact Hours	32
Individual Study	28

Language of Tuition	Englisch
Group Size	30
ECTS Credit Points	2
Lecturer	Borgmann

Description: The success of German companies largely depends on managers' ability to foster international relations and to maintain cross national networks. Master students will be prepared for strategic issues of corporate leadership. This course is meant to strengthen students' ability to gain strategic advantages over their competitors in an increasingly diversified business environment.

Objectives: Students will be encouraged to embrace cultural diversity as an opportunity rather than an impediment and to draw advantages from international teams. They will be able to manage intercultural teams and use international career strategies for their own professional development; they will master complex communicative tasks such as chairing international meetings and resolving problems arising from critical incidents.

Content: Students will take part in an advanced intercultural training course adapted to the needs of strategic management. They will draw on the main theories of intercultural communication (e.g. Hofstede, Hall, etc.) and transfer this knowledge to concrete managerial challenges such as:

- a.) Managing intercultural teams
- b.) Turning cultural diversity into a competitive advantage
- c.) Chairing international meetings
- d.) Dealing with complaints and adjustments
- e.) Applying international career building strategies

Prerequisites: Students must be able to communicate freely in an English-speaking environment.

Method: On the basis of classroom case studies, students will be involved in near-realistic managerial situations where they apply their newly-acquired strategic knowledge in a sheltered environment involving pre-teaching and feed-back sessions.

Assessment: Continuing Assessment on the basis of classroom work (e.g. chairing a meeting, constructing an international career plan with application, managing an intercultural team).