

Syllabus/Modulbeschreibung

Modul B 07b: Überfachliche Qualifikationen II (International Competence)

Modulverantwortlicher: Prof. Dr. Stefan Kamhuber

Gültigkeit: Sommersemester 2008

Studiengang: Betriebswirtschaftslehre (M.A.)

Erstellungsdatum: 24.02.2008

Übersicht:

Course Unit: Strategic Business Communication

Semester	2
Semesterwochenstunden	2
Kontaktzeit	32 h
Selbststudium	28 h

Lehrsprache	Deutsch
Vorgesehene Gruppengröße	30
Leistungspunkte (ECTS)	2
Dozent	Borgmann

Course Unit: Advanced International Studies

Semester	2
Semesterwochenstunden	2
Kontaktzeit	32 h
Selbststudium	28 h

Lehrsprache	Deutsch
Vorgesehene Gruppengröße	30
Leistungspunkte (ECTS)	2
Dozent	Borgmann

Course unit descriptions (for all course units):

Strategic Business Communication

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.

Advanced International Studies

What are the effects of internationalisation on regional companies and institutions? How can employees be prepared to act globally but not lose their regional advantages? How can intercultural differences be bridged successfully by internationally trained employees?

Objectives (for all course units):

Strategic Business Communication

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, 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.

Advanced International Studies

The aim is to put theoretical knowledge about Internationalisation into strategic practice and evaluate the result. On the basis of textbook knowledge of international communica-

tion students will test their insights and awareness in the context of real life business experience. The course will improve the students' cross-cultural awareness and communicative abilities. The course also facilitates the development of international key competencies such as logistics skills, IT skills, presentation skills and team work ability.

Contents (for all course units):

Strategic Business Communication

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

Advanced International Studies

Internationalisation is no longer a phenomenon reserved to the big multinationals. Small and Medium Sized Companies need to reach out to international markets in order to remain competitive in their regional networks. On this course students will learn about the communicative strategies of a company as well as to practice dealing with international suppliers and customers in a near-realistic situation.

Learning Methods (for all course units):

Strategic Business Communication

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.

Advanced International Studies

Learning is achieved through natural communication, pre-teaching of business communication situations and feedback from the teacher.

Students can gain learner independence by planning and organising their own learning in a portfolio.

Cross-functional skills covered:

Communication skills for formal and informal encounters in international environments, presentation skills, analytical skills; teamwork skills; intercultural awareness.

Prerequisites (for both course units):

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

Assessment:

Modulname	Prüfungsart	
	Überfachliche Qualifikationen II (International Competence)	differenzierte Kurseinheitprüfungen
X		

In order to get their credits for this module, students will have to pass **one out of two course units**.

Namen der Kurseinheiten des Moduls	Prüfungsformen	Prüfungszeitpunkte		max. erreichbare Punkte
		Halb-semester	Semester-ende	Punkte von 100 Punkten insgesamt
Strategic Business Communication	Continuous Assessment on the basis of classroom work (e.g. chairing a meeting, constructing an international career plan with application, managing an intercultural team).		X	100 von 100
Advanced International Studies	Continuous assessment is effected throughout the semester on the basis of active participation in a simulation and the documentation of personal work and progress in a "Hausarbeit" in the format of a student portfolio. This portfolio will be presented at the end of the semester.		X	100 von 100

Module Description:

This module covers strategic international competence for graduates who need to master challenging situations in a global context. The language of the entire module is English with the aim to create a near-realistic international environment for Master students.

The word "globalisation" has existed since the early 1960s. The dictionary says it is "the process enabling financial and investment markets to operate internationally, largely as a result of deregulation and improved communications". The module International Competence aims at providing these intercultural strategies for international success by helping students improve their communicative competence. Theoretical knowledge about Internationalisation will be put into practice and the results will be evaluated.

International Competence should not be gained exclusively from textbooks or from taking notes in lectures. This module provides very active near-realistic (simulated) but also real international encounters between advanced business students at RheinAhrCampus and students at our partner universities. Supervised team work with their international colleagues will enable master students to gain insights into the workings of an internationally active company or institution.

Literature:

Ancona, Deborah (et. Al.): *Managing the future: organizational behavior and process*, Cincinnati, Ohio, 1999

Gibson, Robert: *Intercultural Business Communication*, Oxford University Press, Berlin
2000