

Workshop „Intercultural Basics“

MA International Management and Intercultural Communication

This two-day intercultural training is designed to increase your cultural awareness and to further develop your cultural sensitivity.

“Culture”, defined as a system of values, beliefs and practices which we share with others, impacts on all aspects of social interaction, including relationship and team building. The first step to bridging cross-cultural differences is being aware of one’s own cultural conditioning. This course will therefore help you to create an awareness of your cultural heritage and how it affects your values, behaviour and assumptions about other cultures. The course will also explore aspects of cultural values which lead to cultural differences and which may affect intercultural interactions. Understanding different cultural values and embracing cultural differences in a positive way - including different teaching, learning and business styles - is a key determinant of successful interaction in a multicultural environment.

The fact that you will be learning about global management in the context of a multinational cohort who studies and travels together for 15 months to four countries in three continents demands a high degree of team competence. An overall aim of this training, therefore, is to enhance your team cohesiveness and to enable you to work effectively within a multicultural team – both during the duration of this GlobalMBA program as well as in your future career as global managers.

The course will be interactive and will draw on your experience.