Module number
24 – 26 (BW)
33 (EB)

Module title
Specialised Elective Module:
Cultures – What makes them different?

Code
CUL

Semester
Depends on course programme

Number of WSH
4

Module offered
Changing Catalogue. Details can be found online.

Module coordinator
Heinz Hager M.A.

Tuition type
Seminar-style tuition

Module duration
1 Semester

Lecturer
Petra Koller

Compulsory/Elective
Elective

Module language
English

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills
Students will have an enhanced perception of structural differences in culture and their impact on social and economic processes (2). Students will have gained knowledge of the main mechanism, which produce and modify national cultures, and the underlying theoretical frameworks (2). They have internalized methods to understand specific cultural differences and to adapt to different cultural environments (2).

Students are able to apply theoretical knowledge about culture to typical intercultural communication situations (2). They can apply interpersonal skills based on cross-cultural understanding to organize group and organizational processes successfully (2).

Method skills
Students are able to apply different models, e.g. Hofstede’s or Trompenaar’s organizational models, to a varying and colourful business reality (2). They are able to transfer and apply gained knowledge proactively in intercultural work situations (3).

Social skills
Students develop a sense of their own particular responsibility when working with colleagues and business partners from different cultural backgrounds (2). They are able to change perspective and to communicate their own point of view in a goal-oriented, transparent and appreciative manner (3).
**Personal skills**

Students have refined their own cognitive and behavioural abilities in situations of intercultural interaction (2). They are able to independently analyse typical problems stemming from a multicultural environment and use adequate problem solving techniques (3). Students are confident and capable of putting forth their own ideas in intercultural communication situations (2).

**Content**

- Definitions of "culture"
- Categories of cultural differences and their limitations
- Analysis of life cycles of selected historical cultures
- Description of modern cultures
- Impact of culture on marketing strategies
- Analysis of potentials resulting from cultural diversity
- Simplified replication studies

**Literature**

**Required reading**
Texts on OTH e-learning platform
Geert Hofstede, G.J. Hofstede, Cultures and Organizations, McGraw Hill
Edward T. Hall, Beyond Culture, Anchor Books
Jared Diamond, Collapse, Penguin
Fons Trompenaars, C. Hampden-Turner, Riding the Waves of Culture, Nicolas Brealey
Jean-Claude Usunier, Julie Ann Lee, Marketing across Cultures, Pearson, Prentice Hall

**Recommended reading**
Yuval N. Harari, Sapiens – A Brief History of Humankind, Vintage
Latest edition each

**Teaching and learning methods**

Seminar-style tuition with discussion

The course will be both virtual and classroom teaching in presence. We are going to start in the classroom in presence. Virtual lectures will be held if necessary by arrangement.

**Type of examination/Requirements for the award of credit points**

<table>
<thead>
<tr>
<th>Portfolio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular attendance and active participation are obligatory.</td>
</tr>
<tr>
<td>Compulsory attendance: At least 80%.</td>
</tr>
</tbody>
</table>

**Other information**

| Max. number of participants: 25 |
| Registration necessary. Details can be found in moodle. |
| Lecture Times: Will be released in the schedule. |

<table>
<thead>
<tr>
<th>ECTS-Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Contact/attendance time: 60 h</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional work: 90 h</td>
<td></td>
</tr>
</tbody>
</table>