<table>
<thead>
<tr>
<th>Module number</th>
<th>Module title</th>
<th>Code</th>
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<tbody>
<tr>
<td>24 – 26 (BW)</td>
<td>Specialised Elective Module: Cultures – What makes them different?</td>
<td>CUL</td>
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<tr>
<td>33 (EB)</td>
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<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
<th>Module language</th>
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<tbody>
<tr>
<td>Hager M.A.</td>
<td>Seminar-style tuition</td>
<td>1 Semester</td>
<td>English</td>
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<tr>
<td>Lecturer</td>
<td>Elective</td>
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<td>Hager M.A.</td>
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**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

### Teaching and learning methods
Due to Covid-19 situation, the course will be offered in a digital version. No classroom teaching is planned. The module leader will inform students about the planned course details within the first digital lecture.

<table>
<thead>
<tr>
<th>ECTS-Credits</th>
<th>Workload</th>
<th>Weighting of the grade in the overall grade</th>
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<tbody>
<tr>
<td>5</td>
<td>150 hours</td>
<td>5</td>
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**Written examination**
- Duration: 90 minutes
- Presentation and handout
- Regular attendance and active participation
- Compulsory attendance

**Due to Covid-19 there is the possibility to adjust the Type of Examination within Winter Semester 2020/21.**