

IMP 121 Cultural Environment	
Due to increasing globalization tendencies, there are many intercultural interactions in a globalized world. These interactions are not always characterized by mutual understanding; on the contrary, difficulties and conflicts often arise in and with them. In order to be able to behave appropriately in these intercultural situations and to shape them positively, intercultural competence is required, which students acquire in the lecture Cultural Environment. Students gain an in-depth insight into the corporate culture of other countries, in particular China and India. They learn about the different values, norms and working methods of these countries and develop an understanding of other perspectives, customs and traditions. In this way, they also deal with their own cultural imprint and become aware of their own values and norms. They develop an understanding of cultural differences in other countries and interaction partners and are sensitized to the particularities of intercultural communication processes. Students analyze and evaluate typical cultural mistakes made by companies in an international marketing context in a mix of theory, practical exercises and case studies. In the course, students work on problems such as the market entry of a (German) company in a foreign market or the product launch in a foreign market, with a particular focus on the cultural aspect in each case. At the end of the course, students are sensitized to other values, culturally different behaviour and other "ways of doing" and are optimally qualified for a later possible assignment abroad. With an understanding of their own and other values, costly misunderstandings of internationally active employees can be avoided and international business relationships simplified.	
Assessment: tba	
Lecturer: Dr. Vermeer	ECTS: 3