

Intercultural Management

Over 50% of international cooperations fail within their first years, largely due to cultural differences. Today's managers need intercultural skills to connect teams, navigate global markets, and turn diversity into a competitive edge. Culture is everywhere people interact.

Content and focus

Intercultural management is vital for connecting diverse cultural perspectives, driving collaboration, innovation, and understanding in today's global business environment. By embracing cultural differences, organisations gain new insights, enhance communication, and build a more inclusive and dynamic workplace. This not only improves decision-making but does also increase a company's competitiveness on the global market. In short, effective intercultural management turns cultural diversity into a strategic advantage.

This module aims to sustainably develop intercultural competence by combining theoretical foundations with practical examples, case studies, exercises, discussions, and reflections. It takes a problem- and solution-oriented approach, addressing the perspectives of various stakeholders to effectively build and reinforce intercultural skills.

The following consecutive topics are covered in the seminar:

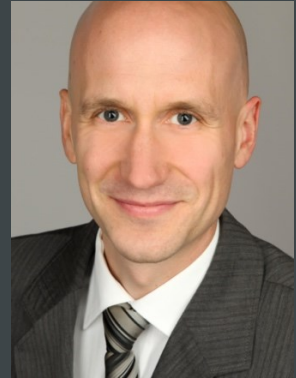
- Fundamentals of intercultural management
- Communication across cultures
- Negotiating for mutual benefit
- Culture and customers in a global market
- Leading culturally diverse organisations

Who is it for?

Anyone with an interest in human interaction.

Participation requirements

This module begins with fundamental concepts, so no prior knowledge of the topic is required. While the module is conducted in English, language skills will not be evaluated in the examination. However, you should have a sufficient level of English to actively participate in the lessons.



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