

Electives

Please choose one Elective by signing into the course during the registration Period on QIS. The Period is from 01st September – 15th September 2019. The Guide will be send in time prior the Registration Period.

Here are your options:

1. Doing Business in the US, China and Russia*

With Ms Medinskaya

Dates: Saturdays

11.01.2020, 18.01.2020, 25.01.2020, 01.02.2020, 08.02.2020, 15.02.2020

Exam: 20.02.2020

2. Business Ethics 2*

With Mr Schellhase

(based on Business Ethics 1)

Dates: Blended Learning

14.01.2020, 03.03.2020

3. Excursion

With Mr Schellhase

(Previous registration was necessary in March 2019)

Dates: March/April 2020

**The syllabus of the courses will be published in time in this document.*

Business Ethics II – The Corporate Citizen and its Stakeholders
Elective (6/5 Credits)
Winter 2019/20

Starting Date: January 14, 2020
End Date: March 03, 2020

Instructor: Dr. Ralf Schellhase
E-mail: ralf.schellhase@h-da.de
Office Hrs: please contact me by e-mail

TEXT

Crane, A., Matten, D.: Business Ethics, fifth ed., 2019.

TEACHING MATERIAL

Textbook, Case Studies, PPT-Slides, additional materials on moodle

COURSE AIMS

This course explores the ethical challenges facing business today, and how individuals and firms can address those challenges. The course aims to enhance the skills and expertise of participants in through combining examination of ethical and managerial theory with discussion of common ethical problems in context. Course material includes individual moral theory, the development of ethical organizational culture, the development of ethical management systems designed to respond to ethical challenges, and wide-ranging discussion regarding major trends, challenges, and opportunities in the field of ethical business.

STUDENT SKILLS

By the end of the course, students should be able to:

- Identify, describe, and explain, business ethics and its importance to business.
- Identify, understand, explain, and critically analyse, current ethical issues in business.
- Identify, describe, explain, and critically analyse, current theory on ethical theory and ethical decision-making.
- Identify, describe, explain, and critically analyse, common management practices designed to facilitate and encourage ethical business.

COURSE PEDAGOGY

This is a blended learning-course. So you will be required to assume responsibility for your own learning! Of course you will always be assisted in your learning and there will be two in class-meetings. In addition to the textbook you can find materials and assignments on the moodle platform.

If you have any questions about the course, please contact me in class or by E-Mail or use the "forum" on moodle.

GRADING POLICY

The final grade for this part of the module is based on the final exam (100%).

FINAL EXAM

- March 03
- 90 minutes
- Chapter 6-11
- the topics of the "study questions" are relevant

COURSE SCHEDULE AND READINGS

January 14: in-class lecture, introduction

Week 1 - Shareholders and Business Ethics
Reading: Chapter 6

Week 2 - Employees and Business Ethics
Reading: Chapter 7

Week 3 - Consumers and Business Ethics
Reading: Chapter 8

Week 4 – Suppliers, Competitors, and Business Ethics
Reading: Chapter 9

Week 5 – Civil Society and Business Ethics
Reading: Chapter 10

Week 6 – Government, Regulation, and Business Ethics
Reading: Chapter 11

March 03: Final examination

Doing Business in the US, China and Russia
(6 Credits)
Winter 2019/20

Starting Date: January 11, 2020

End Date: February 20, 2020

Instructor: Olga Medinskaya
E-mail: info@cultural-connectors.com
Office Hrs: please contact me by e-mail

RECOMMENDATIONS FOR FUTHER READING:

- **Luthans, F. / Doh, J. P.:** International Management: Culture, Strategy, and Behavior, 10th Edition, 2018
- **Meyer, E.:** The Culture Map: Breaking Through the Invisible Boundaries of Global Business, 2014
- **Randau, H.; Medinskaya, O.:** China Business 2.0: Analyze the Economy, Understand the Society, and Manage Effectively, 2014

TEACHING MATERIAL:

PowerPoint presentations, case studies, video material

COURSE OBJECTIVES (SPECIFIC LEARNING OUTCOMES):

This course will prepare for business activities in a cross-cultural environment, with special focus on the PR China, Russian Federation, and United States.

The more specific course objectives are:

- To understand the importance of culture for business management and the impact of culture on different management activities
- To be capable to analyze and compare different cultures
- To develop a better understanding of one's own culture and to reflect and to analyze the own behavior in context of other value systems
- To be able to analyze intercultural interactions
- To improve intercultural communication skills
- To gain extended knowledge regarding some of the economically most important international cultures
- To understand the conflict and synergy potential of multicultural teams

After this course students will be better equipped for successful interaction in an international working group. With help of many practical examples and case studies the participants will gain instruments and techniques to analyze and understand the deep drivers of behaviour of peoples with other cultural backgrounds and get a chance to adapt accordingly.

COURSE CONTENT:

Introduction

Intercultural Intelligence

International Management and Culture

- Globalization
- Convergence/Divergence

Defining Culture

Cultural Analysis Concepts

- Hofstede: Cultural Dimensions Model
- Trompenaars: The Seven Dimensions of Culture
- Meyer: The Culture Map

Doing Business in an International Context

- Student Presentations
- Doing Business in Asia
- Doing Business in Russia
- Doing Business in USA

Communication across Cultures

COURSE PEDAGOGY:

A blend of In-class lectures, group work on case studies, case analysis and assignments, discussion and Individual/Group Research Projects forms the course pedagogy.

Students will always be assisted in their learning. However, a significant amount of learning takes place by virtue of student initiative, participation and interaction. Students will be required to assume responsibility for their own learning as also for learning of others.

Assignments:

All activities will be handed in on time. Collaborative learning is used extensively in this course to deal with assignments. Students are encouraged to discuss all assignments with their classmates. However, each student must do the actual preparation of individual homework assignments on an individual basis.

Groups:

Students will be assigned to groups (2-4 students). It is expected that every member of a team will work together to carry out mutually responsible activities. All group members are expected to contribute to each group assignment.

Unethical behaviour:

Students are expected to behave ethically in all aspects of this course. When in doubt, ask your instructor.

GRADING POLICY:

Final Examination

Grades will be based on a total score from final Examination.

ASSIGNMENTS:

Final Examination

This exam is cumulative in nature and is meant to evaluate your understanding of Cultural Analysis Concepts as well as the application of those concepts in the international context.

It will consist of 2 parts:

- 1) Theoretical Part: 2 – 4 theoretical questions
- 2) Practical Part: 1 or 2 Case Studies

SCHEDULE

- Day 1:** **Introduction**
Intercultural Intelligence
International Management and Culture
- Day 2 + Day 3:** **Defining Culture**
Cultural Analysis Concepts
- Hofstede: Cultural Dimensions Model
 - Trompenaars: The Seven Dimensions of Culture
 - Meyer: The Culture Map
- Day 4 + Day 5:** **Doing Business in an International Context**
- Doing Business in China
 - Doing Business in Russia
 - Doing Business in USA
- Day 6:** **Doing Business in an International Context**
- Student presentations
- Communication across Cultures**
- Day 7:** **Final Examination (90 minutes)**

All relevant Case Studies will be given 1 week in advance. Please kindly read them before we meet in class. Thank you!