

Development of International & Cross-Cultural Competencies in Business Administration & Engineering (BAE)

BAE International Management

Students of the Business Administration & Engineering (BAE) International Management (IM) are expected to develop advanced cross-cultural competencies. The development of these competencies will be achieved as follows:

- Intercultural Engineering 1 (4th semester)
- International Industrial Engineering 1, formerly International Business (4th semester)
- Internship abroad (5th semester); additional voluntary study semester abroad possible
- International Negotiation Skills & Business Behaviour (5th semester, upon return)
- Intercultural Engineering 2 (6th semester)
- International Business Operations (7th semester, international case studies)
- Interdisciplinary Project (7th semester), cross-cultural focus possible but not mandatory
- Bachelor Thesis (7th semester), cross-cultural focus possible but not mandatory

Details to the specifically intercultural subjects and their link to other international seminars and lectures can be found below.

International Industrial Engineering 1 (4th semester)

- Teaching mode: Lecture with case assignments and exam.
- Content: This course provides an extensive introduction to international business strategy, international business operations, international economic environment and environmental conditions.
- Learning goals: Students understand theory and practice of international management, and they know how small and multinational companies act in the global economy. They understand the impacts of doing business abroad, and they are able to apply concepts of International Business to specific cases.
- Focus topics are: International Sourcing / Purchasing and Distribution / Sales.
- This seminar is linked to International Industrial Engineering 2 (SPO 2).

Intercultural Engineering 1 (4th semester)

- Teaching mode: interactive seminar, group-work
- Content: cultural awareness, cultural dimensions, cultural standards, application of intercultural competency to specific work-contexts.
- Learning goal: students are aware of their own cultural imprint; they possess general knowledge of cross-cultural dimensions. Students understand cultural dimensions and standards and can apply them.

Internship or study semester abroad (5th semester)

- Every BAE IM student is requested to spend one semester abroad (either internship or study semester). Preparation should start early, during 2nd semester.
- People to contact for studying abroad: International Office (Auslandsamt), International Dean (Prof. Dr. Guy Fournier), English Language Advisor (Gabiella Loveday). Please note: As a rule, you need C1 level English for studying abroad. Only ask for an appointment if you are prepared (search information online first).
- People to contact for an internship abroad: Internship Advisors (Prof. Dr. Rebecca Bulander, surname A-K; Prof. Dr. Heiko Thimm, surname L-Z). Please note: You find information on internships in the BAE career center online. Additionally, you need an English language and German language CV for application. Only ask for an appointment if you are prepared (search information online first).

International Negotiation Skills and Business Behaviour (5th semester)

- Remark: This seminar takes place during the two weeks prior to the official start of each semester. Students should attend upon returning from their semester abroad. Make sure to plan your internship / study semester abroad accordingly.
- Teaching mode: interactive seminar, group-work.
- Content: International and intercultural communication and business, working across cultures, knowledge-transfer across cultures.
- Learning goals: Students know how to negotiate in different cultures, how to adapt to different business etiquettes and how to transfer technical knowledge across cultures. They can manage a technical project across cultures.

Intercultural Engineering 2 (6th semester)

- Teaching mode: interactive seminar, group-work
- Content: collective identities, cultural complexity in BAE (national, organizational and professional), cross-site engineering, cross-functional teams, cross-cultural management in engineering, interpretative perspectives on culture.
- Learning goal: students are aware of cultural complexity at work. They understand how culture is constructed and enacted in international BAE. They can manage cross-functional and cross-cultural teams and understand the dynamics of cross-cultural change in organizations. They understand collective sense-making in BAE based on cultural complexity.

International Business Operations (7th semester)

- Teaching mode: interactive seminar, case studies.
- Content: specific cases in cross-cultural management and international business.
- Learning goal: students are able to analyze cases in international business, develop a strategy and choose tools for successfully implementing this strategy.

Interdisciplinary Project IDP (7th semester)

Every BAE student is required to work on an interdisciplinary project (IDP), ideally during her/his 7th semester. For BAE IM it is recommended that they choose an internationally-oriented or culture-oriented IDP (if offered). Such an IDP might consist of: international market research, cross-cultural marketing, interviewing foreign exchange students or culture in selected countries. Specific IDPs offered will be announced at the beginning of each semester.

Important note:

Make sure to look up IM "First Steps" and research all information online before you contact your head of program or any other person with further questions.