



Department of Economics at Saarland University

FUNDAMENTALS OF MANAGEMENT AS CERTIFIED INDIVIDUAL COURSES

The latest findings from university research **without** a degree and **without** long-term commitment!

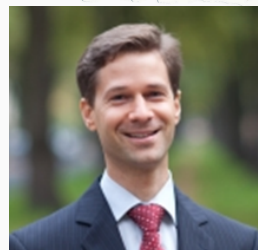
CROSS-CULTURAL MANAGEMENT

Anyone who wants to manage an international company needs effective communication strategies and the ability to adapt their own market strategies to the expectations of the target culture. Learn from experienced professors at the university level in our continuing education course.

Ideal for:

- Practitioners who want to lead successful teams
- Companies that need to interact effectively with different cultures
- All those who want to develop professionally in the field of Cross-Cultural Management

Benefit from the latest insights from science and practice taught by lecturers who are leading the way.



**Prof. Dr. Robert
Münscher**

„Cross-Cultural Management“ at Europa-Institut, Department of Economics at Saarland University

When and where?

The certificate course in English takes place on 31 January and 27 + 28 March 2025 all day in presence at our institute on the Saarbrücken campus: Building A5.4 Saturday all day in presence at our institute on the Saarbrücken campus: Building A5.4 Room 2.06.

How?

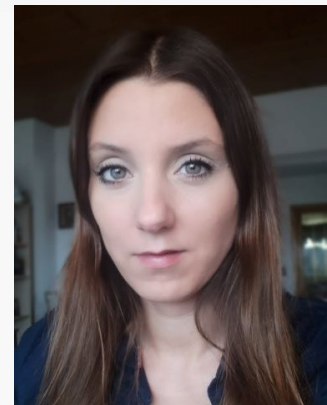
You can register directly with us up to one week before the start of the course and we will be happy to assist you by telephone, virtually or in person on campus.

Why?

Take advantage of the opportunity to continue your education at university level with little time and application effort and receive first-class additional education in the field of modern management. In addition to valuable knowledge relevant to practice, you will receive an academic, internationally recognised certificate from Saarland University which will help you climb the next rung on your personal career ladder.

Cost

The participation fee per course is 849€. The course meets the requirements for claiming educational leave!



Your contact person:
Julia Senni, M.A.

Programme Manager

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Saarland University

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<https://www.eiabm.en/certificates/>

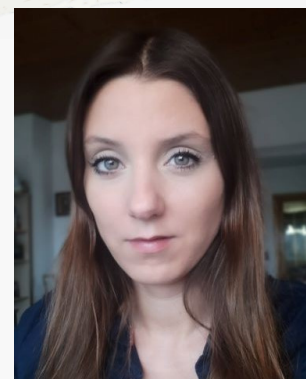


„Cross-Cultural Management“ at Europa-Institut, Department of Economics at Saarland University

Qualification Objectives: As a result of the course, students will be able to review major theories of cross-cultural management, make an initial cultural diagnosis of a cross-cultural project and connect theoretical insights into current cross-cultural challenges to daily practice.

Content: Students learn about cultural influences on human resource management, communication and collaboration in international contexts. The course connects classical perspectives on culture and diversity to recent views on cultural dynamics and intercultural collaboration. Students learn to reflect on the multi-layered character of culture (societal, organizational, and professional) and the ways cultural practices work out in daily organizational life in a globalised world. The course provides students with a basic knowledge of models of cross-cultural communication and cultural theory. Participants will further get an understanding of the way culture influences the collaboration in multicultural teams or organizations. Furthermore, themes such as cultural negotiation, intercultural competence and diversity management will be addressed.

Lecturer: Prof. Dr. Robert Münscher is Professor of Human Resources, Organization and Business Ethics at the University of Applied Sciences Worms. He has been giving management trainings and leading consulting projects since 2002. His main areas of expertise include intercultural training and coaching, analysis of relationship management processes and the application of business psychology findings in management.



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