

***The latest findings from university research
now also for non-students and without long-term commitment!***

**EUROPA INSTITUT SEKTION
WIRTSCHAFTSWISSENSCHAFT
EUROPEAN INSTITUTE FOR
ADVANCED BEHAVIOURAL MANAGEMENT**



**UNIVERSITÄT
DES
SAARLANDES**

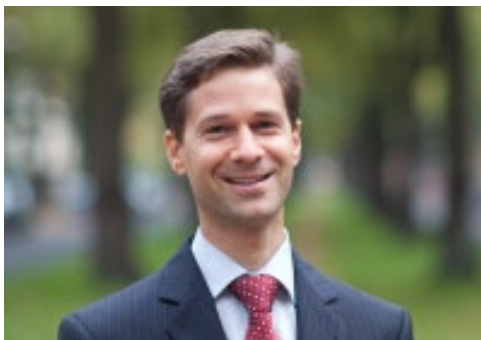
Anyone who wants to manage an international company needs effective communication strategies and can adapt their own market strategies to the expectations of the target culture. Learn from experienced professors at the university level in our continuing education course

Cross-Cultural Management

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**

Work Area: Human Resource Management, Organization &
Business Ethics
University of Worms

Contact us by phone on 0681 302-2553 or register directly at <https://www.eiabm.de/en/certificates/> for our course "Cross-Cultural Management" on 26 January 2024 and from 14 to 15 June 2024 (9.00am-6.00pm each day) at the European Institute for Advanced Behavioural Management (EIABM) at Saarland University.

Please find more information on the course and lecturers on the following pages.

„Cross-Cultural Management“ at Europa-Institut, Sektion Wirtschaftswissenschaft der Universität des Saarlandes

When?

The workshop in English will take place on **26 January 2024 and from 14 to 15 June 2024 (3 days)** daily from 9.00am-6.00pm on the Saarbrücken campus.

How and Where?

You can register directly with us until 19.01.2024, we are happy to answer your calls by phone, virtually or in presence on campus, the course will also take place on the premises of the EIABM on the Saarbrücken campus:

Your Contact Person:

Julia Senni, M.A.

Programme Manager

Phone: +49 (0) 681 / 302 – 2553

Email: info@mba-europe.de

Saarland University

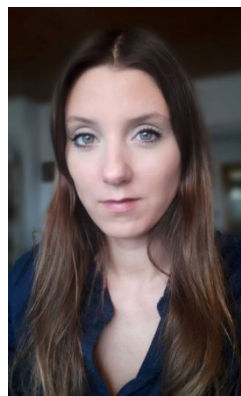
EIABM / Europa-Institut

Campus, Building A5.4

1st floor, room 1.07

66123 Saarbrücken

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



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 !

„Cross-Cultural Management“ at Europa-Institut, Sektion Wirtschaftswissenschaft der Universität des Saarlandes

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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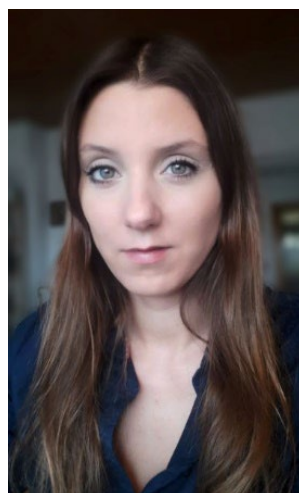
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