

## **Learning Questions for the part “Intercultural Management” in Innovation and Development Studies**

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What is culture? Can you define it?

What does the iceberg metaphor stand for?

What are observable and not observable aspects of culture?

Which aspects define “our” own culture?

Do nations have a homogenous culture? Is there a German culture, American culture, Indian culture, etc.?

Or do programmers, students, engineers, company bosses or movie stars share a homogenous culture, instead?

Can you explain social diversity in Germany with the help of the Sinus-Milieu-Study?

Can you explain Hall’s modell of culture?

What does context orientation, time orientation, space orientation and message (high/low context) mean in the context of culture?

Can you explain Hofstede’s model of culture?

What are the three levels of mental programming?

According to Hofstede, which are the important elements of culture?

What does power distance, uncertainty avoidance, individualism/collectivism and masculinity/femininity and long-term-orientation mean in the context of culture?

Can you define intercultural management? What are the goals of international management?

What makes inter-cultural communication so difficult?

Why is inter-cultural management important for bigger companies?

Can you explain Milton Bennett’s Developmental Model of Intercultural Sensitivity?

What makes multinational teams effective or ineffective?

What makes a global manager effective/uneffective?

What describes a corporate culture?

Why is a corporate culture important for employees?

Why is the corporate culture important for the corporation?

What are your first thoughts about the corporate cultures of the examples given in the slides? For which corporations would you like to work and for which not, can you tell, why?

Do you think the specific corporate culture is sustainably shaping the corporation, i.e. who works for the corporation, how the corporation acts, what the corporation offers and which relationships it has?