



2. Course Description

Course Title: International Human Resource Management

Course Description: Multinational Corporations continue to expand their operations globally (One Belt, One Road Strategy!) . How do we communicate and collaborate with other cultures in a global age? As the world moves economically, technologically and culturally towards closer integration, what happens when people with different world views and communicative styles have to live and work together? An understanding of cross-cultural communication is critical for managing an international business. The effect of cross-cultural differences on international human resource management will be analysed. “Cross-Cultural Human Resource Management” becomes a “must” for international companies (One Belt, One Road Strategy!). The course develops a cross-cultural understanding of cross-cultural human resource management and therefore knowing how to managing the harmonious working relationship between expatriates and local employees by analysing problems consist of the concept of cross-cultural human resource management. We will analyse how misunderstandings and conflicts are created and can be resolved.

The course will be taught in the form of lecture. The classroom culture will be case study-oriented. A wealth of examples and case studies is provided to enable the students to see the subject to business, mostly from a multinational corporation. The method of this course is to combine theory and real business life experience:

- Presentation of theoretical background with reference to existing literature
- Presentation of real-life examples and case studies leading to class discussions

The final grade will be based on a written exam (60 min.). Students will typically be required to analyse specific aspects of an issue or to apply their abilities to solve a problem or provide a recommendation.

Course Language: English

Level of Students: Freshmen & Sophomore



-> “International Human Resource Management” is designed as an introductory course. The course is targeted at undergraduate students with no prerequisite requirements, from China and abroad.



3. Course Syllabus

1. Name of the Instructor: Prof. Dr. Prof. h. c. Bernhard Schellberg
2. Time of class arrangement (Time of the course) Type E: Tuesday, Wednesday, Thursday, Friday (08:00-12:00), July 6 to 17.
3. Course description including objectives Multinational Corporations continue to expand their operations globally (One Belt, One Road Strategy!). The aim is to help you understand the nature of international human resource management. It is crucial to be equipped with a thorough knowledge of the cultural, business, and social customs. The aim of the course is to get a clear picture of cross-cultural human resource management. Given different cultural contexts, this brings new communication challenges to the workplace. Even when employees located in different locations or offices speak the same language, there are some cultural differences that should be considered in an effort to optimize communications between the two parties. “International Human Resource Management” is designed as an introductory course. The course is suitable for undergraduate students. 2-credit course (32 hours in total)
4. Topics for each session I. Introduction (0.5 h) a. Module Goals (0.5 h) b. Objectives of Chapter I (0.5 h) c. Definitions (1 h) d. Reasons for International Business (2 h) e. Strategy Development II. Cross-Cultural Understanding a. Objectives, Definitions (0.5 h) b. Understanding (0.5 h) c. Methods – Categorisation of Communication (1 h) d. Methods – Categorisation of Cultures (2 h) III. Cross-cultural communication a. Spoken Language (1 h) b. Paraverbal Communication (1 h) c. Non-Verbal Communication (2 h) d. Written Communication (1 h) e. Cross-Cultural Negotiation (1 h) f. Working with Translators (1 h) IV. International Staffing Policy a. Introduction (1 h) b. International Staffing Policies (1) i. Ethnocentric Staffing Policy (1 h) ii. Polycentric Staffing Policy iii. Geocentric Staffing Policy



<p>V. Expatriation and Repatriation</p> <ul style="list-style-type: none">a. Reasons for Expatriate Failure (1.5 h)b. Selecting International Managers (2 h)c. Repatriation (2 h) <p>VI. Training and Management Development</p> <ul style="list-style-type: none">a. Training for Expatriate Managers (1.5 h)b. Management Development: Long-Term Program <p>VII. Performance Assessment and Compensation</p> <ul style="list-style-type: none">a. Performance Appraisal of International Managersb. Compensation – Salary and Benefits <p>VIII. International Labour Relations</p> <ul style="list-style-type: none">a. Introductionb. Employment Law in Germany Compensation – Salary and Benefits <p>IX. Applying for a Job</p> <ul style="list-style-type: none">a. Cover Letterb. CV (Resume)c. Before Sending It Offd. Application and Selection Processe. Job Interviews
<p>5. Teaching methods</p> <ul style="list-style-type: none">• The course will be taught in the form of lecture. The method of this course is to combine theory and real business life experience: Presentation of theoretical background with reference to existing literature.• The course will be additionally delivered using an informal highly interactive method: Presentation of real-life examples and case studies leading to class discussions.
<p>6. Assessment</p> <p>The final grade will be based on a written exam (60 min.). Students will typically be required to explore and compare specific aspects of an issue or to apply their technical abilities and understanding to, for example, solve a problem or provide a recommendation.</p>
<p>7. Recommended readings</p> <p>My eBook (lecture notes; practice exercises) will be provided free of charge.</p>