

**REPORT GUIDELINES**  
**International Management & International Experience module**  
**Master in Management (MiM)**



Section: International Experience (3 ECTS credits)

**Formal requirements:**

- The report is a scientific work with clear structure:
  - Cover Page with name and matriculation number, module name, faculty
  - Table of contents
  - numbered headings
  - bibliography
- In German or English
- 10,000-15,000 characters (excl. spaces; excl. cover page, excl. table of contents, excl. list of references; approx. 4-6 pages of pure text)
- Must be submitted as a text file (e.g. in Word or pdf) electronically
- Factual writing style, no story telling
- No colloquial language

**Structure (mandatory):**

1. Very short description of the international experience
2. **Similarities and differences between your own culture and the culture(s) of the people in your social environment**
3. **Transfer and Embedding of experiences into a scientific context**
4. **Example of an intercultural conflict, difficulty, etc.**
5. Concluding thoughts

**Guidelines for each part of the report:**

1. **Description of the international experience** (max. 1000 characters, excl. spaces)
  - Where was I, for how long, and what did I do?
2. **Similarities and differences between your own culture and the culture(s) of the people in your social environment**
  - How did the people around me **behave** and what struck me the most?
  - In what ways was their **behavior** different or similar to mine?
  - In what ways were my own **culture** and the **culture(s)** of the people around me similar?
  - In what ways were my own **culture** and the **culture(s)** of the people around me different?
  - What do those similarities and differences say about me and my **culture**?

Please note: We are interested here in **cultural differences and similarities on an interpersonal level**, not in differences of geography, climate, language etc. Further we are not interested in story telling: Please choose a **factual writing style**!

**3. Transfer and Embedding of experiences into a scientific context**

- How can I associate my experiences gained abroad with **scientific practice** using available **scientific concepts and methods**? For this purpose, a list of references is suggested below.

(Attention: The references listed herein are not compulsory but rather meant to serve as guidelines. Students are very welcome to refer to alternative relevant scientific literature in accordance with their own experiences.)

Please note: You have to pay attention to correct citation! For further information read our citation guidelines (TUM Citation guide). We prefer the APA style.

**4. Example of an intercultural conflict, difficulty, etc.**

- Structure: Description – How I interpreted the situation – How the other people involved interpreted the situation (change of perspective) – Reflection

Please note: We are interested here in an **example of a conflict, difficulty** etc. which arose out of **different cultural background**. Not typical language barriers etc.!

**5. Concluding thoughts (please be brief, no long explanations)**

- How did I benefit from my time abroad (project, etc.) in terms of intercultural or international experience?
- What did I learn about myself?
- What did I discover about my own culture?
- What did I discover about other people and their culture(s)?
- What did I learn about interculturality/intercultural communication?

**Annex – List of references (examples)**

- Balten, Jürgen: Cross culture - Interkulturelles Handeln in der Wirtschaft. 2. überarbeitete Auflage. Sternenfels: Verlag Wissenschaft und Praxis, 1999. Bittner, A./Reisch, B. 1992. Aspekte interkulturellen Managements, Bad Honnef.
- Bolten, J. (Hrsg.) 2004. Interkulturelles Handeln in der Wirtschaft. Sternenfels: Wissenschaft und Praxis.
- Bolten, J./Erhardt, C. 2003. Interkulturelle Kommunikation. 2003. Interkulturelle Kommunikation. Texte und Übungen zum interkulturellen Handeln. Sternenfels: Verlag Wissenschaft und Praxis.
- Broszinsky-Schwabe, E. 2017. Interkulturelle Kommunikation. Missverständnisse und Verständigung. Springer.
- Doleschal, U./Hoffmann, E./Reuther, T. (Hrsg.) 2007. Sprache und Diskurs in Wirtschaft und Gesellschaft. Interkulturelle Perspektiven. Frankfurt/M. u.a.: Peter Lang.
- Dwyker, J. 1993. The Business Communication Handbook. New York et al.: Prentice Hall.
- Galli, J. 2000. Interkulturelle Kommunikation und Körpersprache. Freiburg.
- Göhring, H. 2002. Interkulturelle Kommunikation. Tübingen: Stauffenburg.
- Gudykunst, William B./Young Y. K. 1984: Communicating with Strangers. An Approach to Intercultural Communication, New York.
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- Hinnenkamp, Volker: Interkulturelle Kommunikation. Heidelberg: Groos, 1994.
- Heringer, H. J. 2004. Interkulturelle Kommunikation. Grundlagen und Konzepte. Tübingen/Basel: A. Francke.
- Hofstede, G. 1991: Cultures and Organizations. Software of the Mind, London et al.
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- Knapp, K./Enninger, W./Knapp-Pothoff, A. 1987. Analyzing intercultural communication. Berlin/New York/Amsterdam: de Gruyter.
- Leach, E. 1976. Culture and Communication. The Logic by which Symbols are Connected. Cambridge: Cambridge Press.
- Maletzke, G. 1994. Interkulturelle Kommunikation. Zur Interaktion zwischen Menschen verschiedener Kulturen. Opladen: Westdeutscher Verlag.
- Müller, S./Gelbrich, K. 2014.
- Perlitz, M. 1975. Internationales Management. Stuttgart: Lucius & Lucius.
- Podsiadlowski, A. 2004. Interkulturelle Kommunikation und Zusammenarbeit
- Rothlauf, J. 2004. Interkulturelles Management. WiSo Lehr- und Handbücher. München: Oldenbourg, 1999.
- Schugk, M. 2004. Interkulturelle Kommunikation. Kulturbedingte Unterschiede in Verkauf und Werbung. München: Vahlen.
- Schulz von Thun, F. 2003. Miteinander reden. 3 Bde. Reinbek bei Hamburg: Rowolth. (Sonderausgabe)
- Thomas, A. (Hrsg.) 2003. Handbuch Interkulturelle Kommunikation und Kooperation. 2 Bde. Göttingen: Vandenhoeck & Ruprecht.

**Please note:** There is also **country-specific scientific literature** available, e.g. the book series “Handlungskompetenz im Ausland” of Thomas, A. (Hrsg.). The individual

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books are titled “Beruflich in [LAND] - Trainingsprogramm für Manager, Fach- und Führungskräfte”.