

Module: NW39 Intercultural value systems in food management		
Exam: NW39 Intercultural value systems in food management	LV.-No.:	ECTS points: 5 CP
Recommended semester: n/a	Module: optional	Language in module: English
Responsible person: Prof. Dr. Carola Strassner Prof. Dr. Bert Kiel	Semester: winter	Registration information:
Lecturer: Lisa Borghoff M. Sc., Cathrin Ruppe M.A.		
Learning outcomes	Students are able to <ul style="list-style-type: none"> • understand and reflect on multiple factors influencing intercultural values systems • apply intercultural value sensitive decision-making for a chosen food product and market • adapt and market a food product for an international environment • apply strategic management for market-entry scenarios • understand and reflect on the importance of cross-departmental product adaptation • apply interdisciplinary project management 	
Form of exam	Portfolio of project idea (75%); Group presentation of project idea (25%)	
Form of teaching	<ul style="list-style-type: none"> • Seminar (online) 	
Course contents	<ul style="list-style-type: none"> • different values in an intercultural context and their expression in food choices and cuisines • challenges of today's food systems in meeting values of different cultures and value-sensitive ways of transformation towards more sustainable food systems • intercultural sensitive strategies for decision-making in food management and market-entry scenarios • interdisciplinary management 	
Workload	Obligatory presence (4 SWS): Student preparation / home work: total:	60 h 90 h 150 h
Preconditions	sufficient English language skills	
Literature	<ul style="list-style-type: none"> • Bennett, J. M., & Bennett, M. J. (2004). Developing intercultural competence: A reader. Portland, OR: Intercultural Communication Institute. • Bennett, J. M., & Bennett, M. J. (2004). Developing intercultural sensitivity: An integrative approach to global and domestic diversity. In D. Landis, J. M. Bennett, & M. J. Bennett (Eds.), Handbook of intercultural training (3rd ed., pp. 147–165). Thousand Oaks, CA: Sage. • Clark, J. P., & Ritson, C. (2013). Practical ethics for food professionals: ethics in research, education and the workplace. IFT Press, Wiley-Blackwell. 	