

Module	Cross-Cultural Management & Marketing		
Course title	Conflict Management		
Common reference level*	N/A		
Semester	6		
ECTS credits	3		
Contact hours	28		
Self-study hours	62		
Lecturer	Professor Michael Jeive		
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School / campus	<input type="checkbox"/> UHA (Colmar)	<input type="checkbox"/> DHBW (Lörrach)	<input checked="" type="checkbox"/> FHNW (Basel)
Language of tuition	<input type="checkbox"/> French	<input type="checkbox"/> German	<input checked="" type="checkbox"/> English

\* Language courses only

Course objectives	Upon completion of this course, students will <ol style="list-style-type: none"><li>1. Understand the relation between negotiation theory and conflict resolution theories</li><li>2. Analyse the nature of conflicts; identify causes and potential amelioratory actions and methods</li><li>3. Evaluate options for the application of the conflict models discussed</li><li>4. Demonstrate a practical understanding of the challenges and opportunities of conflict resolution</li></ol>														
Course content (Topics covered)	<i>Explore the key elements of conflict resolution theory, negotiation, theory trust theory and cognitive bias relating to conflict management. Systematically analyse conflict resolution cases and examples. Evaluate contributing factors to the conflict including considering structural, institutional, interpersonal and cultural factors. Develop appropriate conflict management strategies for specific conflict cases and scenarios. Produce a descriptive conflict management case study as a video or online presentation and a written analysis of a case.</i>														
Prerequisites	<ul style="list-style-type: none"><li>• Wählen Sie ein Element aus.</li><li>• Wählen Sie ein Element aus.</li><li>• Wählen Sie ein Element aus.</li></ul>														
Contribution to IBM AoL programme objectives	<table><tr><th>Programme objective</th><th>Intensity level</th><th>Assessed?</th></tr><tr><td>Critical Thinking</td><td>Reinforced</td><td>☒</td></tr><tr><td>Problem Solving</td><td>Emphasized</td><td>☒</td></tr><tr><td>Intercultural Competence</td><td>Emphasized</td><td>☒</td></tr></table>			Programme objective	Intensity level	Assessed?	Critical Thinking	Reinforced	☒	Problem Solving	Emphasized	☒	Intercultural Competence	Emphasized	☒
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Critical Thinking	Reinforced	☒													
Problem Solving	Emphasized	☒													
Intercultural Competence	Emphasized	☒													
Teaching strategy	<i>The overall teaching strategy centres on an inquiry based, collaborative process where students working in small groups investigate and analyse case studies and scenarios with support from targeted theoretical input in</i>														

*the form of lectures and readings. Coaching is provided to support students as they work in small groups to jointly identify and describe a real conflict case, and individually to develop their own focus within the broader course contents and dive deeply into this area in their analytical papers.*

<b>Assessment</b>	<i>Number of assessment items</i>	2	
	<i>Form</i>	<i>Item 1</i>	ONLINE CASE REPORT - Group Task - Video or online presentation explaining their case narrative
		<i>Item 2</i>	REFLECTION ACTIVITY
		<i>Item 3</i>	CASE ANALYSIS - Individual Task - Written analysis applying a model, concept or approach from the course to a chosen case and present notes on analytical method, findings and conclusions
	<i>Size</i>	<i>Item 1</i>	20 minutes duration per group
		<i>Item 2</i>	Required feedback questions
		<i>Item 3</i>	3000 words (+/- 20%)
	<i>Weighting</i>	<i>Item 1</i>	20%
		<i>Item 2</i>	10%
		<i>Item 3</i>	70%
	<i>Course objectives assessed</i>	<i>Item 1</i>	Analyse the nature of conflicts; identify causes and potential amelioratory actions and methods
		<i>Item 2</i>	Reflect on the case study development process
		<i>Item 3</i>	Analyse the nature of conflicts; identify causes and potential amelioratory actions and methods Evaluate options for the application of the conflict models discussed Demonstrate a practical understanding of the challenges and opportunities of conflict resolution
<b>Remarks</b>	The 2025 course will include a COIL phase with Sheridan College, Pilon School of Business. This may require some slight modification of the information listed above		