



## COIL Module

### *Europe vs US*

#### *– Comparing Cultural Differences in the Business Environment –*

Professor Maria Hasenhüttl Ph.D., **Jindal Naveen School of Management (JSOM) at the University of Texas at Dallas (UTD)** and Professor Dr. Michael Leyer and Professor Sascha H. Mölls, **School of Business & Economics at Philipps-University Marburg (UMR)**, jointly offer a Collaborative Online International Learning Course (COIL) on **Europe vs US – Comparing Cultural Differences in the Business Environment**. The module aims at understanding cultural differences between the US and Europe, in particular Germany, dealing with issues from higher education, work ethics and prospects regarding digitalization and related topics. Given the cooperative character of COILs, students from both institutions are supposed to work together in **groups** and present their results in a **digital format** of their choice. The available topics cover the following areas:

1. Student life – Different priorities/values about studying and working?
2. Job market opportunities – From internships to professional careers
3. Work ethics @GenZ in comparison – Expectations & outcomes
4. Work/Life Balance – Expectations & outcomes
5. Diversity at the workplace – Impact on attitudes/management?
6. Impact of technology on work life – Different perceptions about ‘digitalization’
7. Remote working and productivity – Much ado about nothing?
8. Global crises put in perspective – Perceptions about career paths in times of crises

Other ideas? Your choice – check in with us!

The COIL course begins with a launch meeting on **October 27<sup>th</sup>, 2024** (4 PM Marburg time), requires working in teams for 4 weeks (with a short weekly progress report) and a wrap-up (presentation) meeting on **December 7<sup>th</sup>, 2024** (4 PM Marburg time). The COIL component will be part of selected advanced undergraduate and graduate modules offered by Professor Leyer and Professor Mölls at UMR. Participants are granted a **bonus** of **1 grade point on the final grade!**

**Why participate? Because it is FUN, and...**

### **Cross-Cultural Communication:**

*What you'll do:* Collaborate with international peers from UTD in Dallas, US!

*Why it matters to employers:* In today's globalized workforce, the ability to communicate effectively with colleagues from different cultural backgrounds is essential. International employers value graduates who can navigate language barriers, diverse perspectives, and cultural nuances with professionalism and empathy.

### **Teamwork and Collaboration:**

*What you'll do:* Collaborate with a diverse team of international students, each bringing their own insights and expertise to the project.

*Why it matters to employers:* Employers consistently rank teamwork and collaboration among the top skills they look for in new hires. This project will demonstrate that you can work effectively in diverse teams, navigate differences, and contribute to group success—key factors in any workplace.

### **Project Management & Time Management:**

*What you'll do:* Manage your time effectively while coordinating with international peers, dealing with different time zones, and working toward a shared goal.

*Why it matters to employers:* Being able to manage a project, stay organized, and meet deadlines while juggling multiple priorities is a skill that's highly valued in any professional setting. The COIL project mirrors real-world scenarios where time management and project coordination are key to success.

### **Adaptability & Flexibility:**

*What you'll do:* Adapt to working with international students who may have different working styles, deadlines, and expectations due to cultural or educational differences.

*Why it matters to employers:* Employers seek graduates who are flexible and able to adapt quickly to changing environments and unexpected challenges. The ability to pivot when facing cross-cultural differences and project obstacles will enhance your resilience, a highly sought-after trait in the business world.

### **Last, but not least:**

**JSOM** is **one** of the **world's leading business schools** (currently #5 according to several rankings). Participants receive a joint certificate for the COIL course and can attach this certificate to job applications and their CV. Find out more about UTD's JSOM at the following link:

<https://jindal.utdallas.edu/>

Please **register** for the **COIL course** using the following email account, stating your name, matriculation number, degree program and semester: [info@ifg-marburg.de](mailto:info@ifg-marburg.de)