

Christian Scholz

Internationales Personalmanagement

Sommersemester 2018
16.05.2018



Vorläufiger Semesterplan

Datum	Thema	Dozent
11.04.	Intro	Scholz / Grotefend
18.04.	Internationales Personalmanagement I	Massing
25.04.	Internationales Personalmanagement II	Grotefend
02.05.	<i>entfällt</i>	-
09.05.	Interkulturelle Wettbewerbsstrategien I	Scholz
16.05.	Internationale Generation Z (ganztägig)	Scholz
23.05.	Interkulturelle Wettbewerbsstrategien II	Scholz
30.05.	Konvergenz & Divergenz (ganztägig)	Scholz
06.06.	Interkulturelle Wettbewerbsstrategien III	Scholz
13.06.	<i>entfällt</i>	-
20.06.	<i>Klausurübungswoche</i>	Scholz
27.06.	<i>Zwischenstand Eichhörnchen</i>	Grotefend
04.07.	<i>entfällt</i>	-
11.07.	<i>Eichhörnchen-Präsentationen</i>	Scholz
18.07.	<i>Klausurvorbereitung</i>	Team



“With considerable pressure on them at an early age, there’s a greater complexity than ever before in being a young person and they share these pressure with their peers across the world, making them the first truly global generation.”

(Ford 2016)

Really?

Vier Generationen

Babyboomer	Generation X	Generation Y	Generation Z
geb. ca. 1950-1965	geb. ca. 1965-1980	geb. ca. 1980-1995	geb. ca. ab 1990/1995
< TV >	1 screen	2 – 3 screens	3 – 6 screens
Schallplatte	Kassettenrekorder	MP3	Cloud
Idealismus	Skeptizismus	Optimismus	Realismus
Beruf wichtig	Privat wichtig	Work-Life-Blending	Beruf-Privat-Abgrenzung

Spain	UK	Netherlands	Germany	Serbia	Russia
different from Generation Y	similar to Generation Y	different from Generation Y	different from Generation Y	different from Generation Y	different from Generation Y
realistic	-	optimistic	realistic	optimistic	realistic
Stability and structure	Stability and structure	Stability and structure	Stability and structure	Dynamic and change	Change
Youth unemployment	High tuition / BREXIT	Smallest & wanted generation	Booming economy	Economic stagnation	Diversity, Economic stagnation
Sense and meaning	Sense and meaning	Sense and meaning	Sense and meaning	Sense and meaning	Sense and meaning
Prefer long term employment, ready to leave immediately	Prefer long term employment, ready to leave immediately	Prefer long term employment, ready to leave immediately	Prefer long term employment, ready to leave immediately	Prefer long term employment, ready to leave immediately	Prefer long term employment, ready to leave immediately
Work-life-separation	Work-life-separation	Work-life-separation	Work-life-separation	Work-life-separation	Work-life-blending
GenZ is a pattern for the whole young generation	GenZ is a pattern for the whole young generation	GenZ is a pattern for the whole young generation	GenZ is a pattern for the whole young generation	GenZ is a pattern for the whole young generation	Gen Z is small part of the young generation
Generation of internal conflicts	-	Want to be free and connected	in silent conflict with politics	Generation of contradiction	Generation of contradiction