

Modulbeschreibung:

Stand 07.04.2017

Modulnummer:

BBW 40605

Modulbezeichnung:

Intercultural Communication Skills

Modulumfang:

4 SWS

Credits:

5.0

Gewichtung der Note in der Gesamtnote:

(5 CP / 150 CP) *0,75

Modulverantwortliche:

Viktor Schmidt, M.A.

Simone Gebhardt-Bürkle

Studiengang:

BBW

Semester:

4. Semester

Angebotsturnus:

Jedes Semester

Dauer des Moduls:

1 Semester

Art des Moduls:

Wahlpflichtmodul

Art der Prüfung:

Intercultural Business Skills: written test in combination with another test type (will be stipulated at the beginning of the semester)

Advanced Discussion Skills: written test in combination with another test type (presentation, paper, oral exam or the like)

Voraussetzungen für die Teilnahme:

ESL minimum level CEF B2. Registration for this course is mandatory. Regular attendance is compulsory.

Verwendbarkeit des Moduls innerhalb desselben Studiengangs:

Not relevant

Verwendbarkeit für andere Studiengänge:

Intercultural Business Skills: key qualifications through development of intercultural competence on different communication levels relevant to business environments

Advanced Discussion Skills: Offer of the language lab in Monchengladbach, points creditable for all compulsory modules (Wahlpflichtmodule) of Niederrhein University of Applied Sciences

Zu erwerbende Kompetenzen:

Intercultural Business Skills:

Students

- Are instructed to utilize different communication skills and techniques incorporating expert terminology and phraseology in different professional contexts
- Evaluate the applicability of different communication models and strategic means in international contexts
- Learn to both realize, contextualize and utilize the differences between informal and formal communication
- Transfer and apply already acquired basics in the field of written (business) communication (e-mails, letters) to the context of job applications
- Deepen their already acquired knowledge in the field of presentation
- Analyze and discuss cultural stereotyping and discrimination in professional environments
- Are instructed on negotiation basics in international contexts in theory and practice and will train the necessary rhetorical means to be able to participate negotiations in English
- Learn about cultural differences (dress code, time management, hospitality, i.a.) in business life, compare them to their own culture, and discuss potential points of conflict as well as strategies to minimize, or even avoid clashes

Advanced Discussion Skills:

- communicative ability in person-specific professional contexts
- ability to present a case
- ability to discuss in professional contexts
- ability to debate in professional contexts, in which opposing arguments are put forward

Eingesetzte Mittel und Medien:

- Written course material (loose-leaf collection)
- Recommended literature and links(library, internet)
- Computer-aided e-learning component via language lab
- Computer-aided presentations
- Films, video clips (internet)

Inhalte des Moduls:

Intercultural Business Skills:

- Vocabulary work including learning techniques regarding interculturality in business contexts
- Training of subject-related writing skills and optimising of text production including instructing on formal criteria (layout) in e-mail communication and business letters
- Analyzing and application with regard to aspects relevant to communication theory in intercultural contexts: communication models in theory and practice

- Instructing on negotiation basics in theory and practice
- Comparing and contrasting business etiquette in international contexts

Advanced Discussion Skills:

- to activate and acquire language in depth (grammar) and breadth (vocabulary, idioms)
- to progress from conversation to discussion to formal debating
- to meet the demands of public speaking by means of triangulation: present and argue a case, challenge counter-arguments and resolve issues through reasoning and compromise

Gesamtworkload und dessen Zusammensetzung:

60 h in class / 90 h preparation, homework (against proof) and exam preparation supported by course material, recommended books and internet sources, as well as the e-learning component as offered by the language lab.

Dozent:

Intercultural Business Skills: Viktor Schmidt, M.A.

Advanced Discussion Skills: Lehrbeauftragte

Art der Lehrveranstaltung:

Seminar-like course with compulsory attendance

Lehrsprache:

English

Inhalte:

Intercultural Business Skills:

Topics:

- Communication Basics and Models
- Utilising SWOT Analysis and JOHARI window, i.a.
- Written Business Communication (e-mail writing)
- Job Application (cv/résumé, covering letter)
- Interculturality in Business
- Intercultural Negotiations
- Comparing Cultures: Do's and Don'ts (dress code, time management, hospitality, i.a.)

Skills:

- Writing Business Correspondence: Job Application; Enquiries; Complaints
- Intercultural Comparison: Job Application Documents and Procedures
- Communicating with International Colleagues (verbal and non-verbal communication)
- Business Etiquette: How to Avoid Clashes; Utilising Small Talk Effectively
- Language Use: Avoiding Discrimination and Stereotyping

Advanced Discussion Skills:

- practical use of English in discussions and debating
- oral communication
- formal and informal writing
- presentations

Verwendete Literatur:

Intercultural Business Skills:

Mandatory: course material

Links and recommended books (will be provided by lecturer in the course of the seminar)

Advanced Discussion Skills:

Themed material with topical content

Besonderes:

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