



Module description

As of: 07.10.2019

Module number:
BBW 50612

Module designation:
Intercultural Communication for Business

Scope of the module:
4 contact hours per week

Credits:
5 CP

Grade share in the overall grade:
(5 CP / 150 CP) * 0,75

Person responsible for the module:
Sarah Keeler, B.A.

Degree programme:
BBW

Semester:
4th semester

Frequency of the module:
every semester

Length of the module:
1 semester

Type of the module:
Compulsory-elective

Form of examination:
Presentation (20%), Portfolio (80%)

Requirements for admission to the course:
English language level B2, successful completion of the modules Business English I and II

Applicability of the module within the same degree programme:
./.

Applicability of the module for other degree programmes:
./.

Skills to be acquired:
The students

- have basic knowledge in intercultural theoretical approaches;
- are able to understand their own cultural "programming";
- are aware that the culture-specific codes are effective at both the linguistic and behavioral levels, and are able to detect and analyze them;



Module description

As of: 07.10.2019

- use linguistic means of diplomacy and courtesy in intercultural business-related meetings;
- develop socio-economic, political and cultural background information about a cultural circle and give a speech on it in English;
- know the specific Anglo-American style of presentation technique and use it in their speeches.

Module content:

- Training of intercultural theoretical approaches (e.g. according to Hall and Hofstede).
- Identifying personal and self-cultural values, assumptions and expectations.
- Student speeches on a cultural circle.
- Handling a specific culture topic per semester, e.g. an intercultural business topic (Marketing across Cultures), an intercultural management topic (Diversity Management).
- Training in Intercultural Business Communication competencies, e.g. Presentations to an International Audience, Small Talk, Meetings.
- Analysis of case studies and so-called critical incidents.

Total workload and its structure:

60 hours attendance time / 90 hours of preparation and review

Lecturer:

Sarah Keeler B.A.

Type of course:

Seminar

Language of instruction:

English

Content:

The course teaches intercultural skills that help to address various occupational situations in the global labor market. Various aspects of intercultural business communication are discussed and students are made aware of how cultural aspects affect international cooperation.

Topics:

- Cultural aspects (e.g. direct/indirect communication, power, stereotypes/prejudices)
- Non-verbal communication
- Cultural dimensions (Hofstede, Hall)
- Presentations to an international audience
- Managing intercultural meetings
- Negotiating across cultures
- Communication through Email
- Simulations, case studies and critical incidents
- Excursion or visit from a guest speaker

References:

- Verluysen, S. P.: Intercultural Skills for International Business & International Relations, Leuven 2018
- Hofstede, Gert et al: Cultures and Organizations, New York 2010
- Meyer, Erin: The Culture Map, New York 2016
- Dignen, Bob: Communicating across Cultures, Cambridge 2011
- Powell, Mark: Dynamic Presentations, Cambridge 2010
- Intercultural Training Video: A World of Work, London 2012
- Handouts