



Date: 07.12.2017

Module code:

MIM 106

Module name:

Intercultural Communication and Cooperation

Contact hours:

4 lecture hours per week

Credits:

5 CP

Weighting:

5 CP / 120CP

Module coordinator:

Course of study:

MBM; MIM

Intended Semester:

1 st semester

Semester Frequency :

Each semester

Duration:

1 semester

Type of module:

Optional compulsory module

Examination:

Written examination and presentation

Prerequisites:

- 10 CP in Business English B2 level during completion of a Bachelor degree program.
- or submission of a recent, internationally recognized foreign language certificate (according to the MBM examination regulations).

Applicability of this module to other study programmes:

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Objectives; competencies to be gained:

Students will

- gain foundational knowledge of theoretical approaches to intercultural communication and cooperation
- gain an understanding of their own cultural programming
- learn that despite the use of English as the Lingua Franca the culture-specific codes affect aspects of language and behavior. Students will acquire the skills to recognize and analyze these aspects and propose solutions.
- gain skills in Metacommunication und Mediation, in order to handle intercultural conflict situations.



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- develop skills in diplomacy and politeness in the intercultural business environment
- Presentation in English focusing on intercultural communication

- Gain an understanding of Ethnozentrismus
- Study of international presentation skills

Module content:

- Study of theoretical approaches to intercultural communication and cooperation (Edward Hall und Hofstede)
- Exploration of cultural standards, examining one's own individual and group identity, exceptions and expectations.
- Students presentations with focus on intercultural communication, training in Intercultural Business Communication Competencies, e.g. Presentations to an international audience, Small Talk, Meetings, Negotiations und Email Writing
- Analysis of case studies und Critical Incidents

Total workload:

Lectures: 60 hours / Post lecture and exam preparations: 60 hours/ Presentation 30 hours

Lecturer:

Minal Sauerhammer M.A., Msc.

Teaching method:

Seminar

Language of instruction:

English

Syllabus plan:

- Cultural aspects (e.g. direct/indirect communication, power, stereotypes/prejudices)
- Non-verbal Communication
- Cultural dimension (Hofstede, Richard D. Lewis, Hall)
- Presentations to an international Audience
- Managing intercultural Meetings
- Negotiating across Cultures
- Communication through Email
- Simulations, case studies and critical incidents
- Ethnocentrism: The problem of judging another culture through the eyes of your own culture.

Teaching/ Reading material:

- Trompenaars, Fons: Riding the Waves of Culture, London 2012
- Hofstede, Gert et al: Cultures and Organizations, New York 2010
- Dignen, Bob: Communicating across Cultures, Cambridge 2011
- Powell, Mark: International Negotiations, Cambridge 2012
- Powell, Mark: Dynamic Presentations, Cambridge 2010
- Intercultural Training Video: A World of Difference, London 2012
- Meyer, Erin: The Culture Map: Breaking Through the Invisible Boundaries of Global Business, PublicAffairs 2014
- Evan Frendo und Shuna Hsu: Working in Asia, Cornelsen 2010
- Handreichungen

Misc.:

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Course Specification

Hochschule Niederrhein
University of Applied Sciences



Wirtschaftswissenschaften
Faculty of Business Administration
and Economics

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