



Managing Cultural Diversity - MCD

**Understanding people takes more than just language -
it takes intercultural competence**

Weekend Seminar, May 13th – May 15th 2011

RheinMoselCampus, Koblenz

Objective	In this seminar, participants will learn to: <ul style="list-style-type: none">• Realize what culture is and how much of it is unaware• Understand the immense impact culture has on both national and international business life• Improve their competence in communicating with people of different cultural backgrounds• Implement this knowledge in day-to-day situations
Contents	<ul style="list-style-type: none">• What is Culture• Interactive Communication• International Corporate Culture• Types and Stereotypes• Perception and Interpretation• Grp. Dyn. Exercise
Trainers	Audrey Fernandes-Diehl and Michael Taweel
Target group	25 Students from all departments (3 students from each dept.)
Teaching methods	The language of the seminar will be English. The focus will be on interactive teaching methods like role-plays, case studies, discussions and little lectures.
Day and Times	Friday - May 13th from 14:00 – 19:00 Saturday - May 14th from 09:00 – 18:00 Sunday - May 15th from 09:00 – 17:00
Room	FH Koblenz K119
Price	Contribution of € 25,- per student for refreshments, copies etc Please register and pay at the Akademisches Auslandsamt, Frau König. Tel.: 0261 9528 280 or international@fh-koblenz.de Deadline: 29 April 2011
Contact	Ms A. Fernandes- Diehl – fernandes-diehl@fh-koblenz.de