

# ICS

## INTERCULTURAL COMMUNICATION

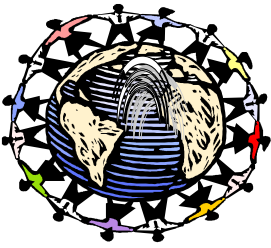
### SEMINAR

**Weekend Seminar, April 18-20, 2008**

**Friday April 18, from 14:00 – 20:00**  
**Saturday April 19, from 09:00 – 18:00**  
**Sunday April 20, from 09:00 – 17:00**

Understanding people takes more than just language – it takes intercultural competence

<b>Goals</b>	In this seminar, participants will learn to: <ul style="list-style-type: none"><li>• realize what culture is and how much of it is unaware</li><li>• understand the immense impact culture has on both national and international business life</li><li>• improve their competence in communicating with people of different cultural backgrounds</li><li>• implement this knowledge in day-to-day situations</li></ul>
<b>Language</b>	The language of the seminar will be English.
<b>Contents</b>	<ul style="list-style-type: none"><li>• What is Culture? – different concepts</li><li>• Perception and Interpretation</li><li>• Do's and Taboos of Some Cultures</li><li>• Verbal and Non-verbal Communication</li><li>• The Business Culture Triangle</li></ul>
<b>Trainers</b>	Audrey Fernandes-Diehl , Elke Peplow
<b>Target group</b>	25 Students from all faculties (3 students from each dept.)
<b>Teaching methods</b>	Role-plays, case studies, lectures and discussions
<b>Room</b>	111 Campus Karthause
<b>Price</b>	Contribution of € 20,- per student for refreshments, copies etc.
<b>Registration</b>	Register and pay at " Auslandsamt" Koblenz room G 202-204, Mo.- Fr. from 9.30 – 11.00 <b>or</b> "Sprachen/Internationales" Remagen. <b>Registration deadline is Wednesday, 9th April 2008</b>



**Contact**

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