

Master (M.A.)

Module Bo6: « Überfachliche Qualifikation »

Course Unit Title: Advanced International Studies

Semester	3
Hours/week	2
Contact hours (total)	32
Individual study (total)	28

Language of tuition	English
Number of participants (max.)	12
ECTS credits	2

Lecturer: Dr. Elmar-Laurent Borgmann <http://www.rheinahrcampus.de/borgmann>

Course Unit Description:

- Description:** What are the effects of internationalisation on regional companies and institutions? How can employees be prepared to act globally but not lose their regional advantages? How can intercultural differences be bridged successfully by internationally trained employees?
- Objectives** The aim is to put theoretical knowledge about Internationalisation into strategic practice and evaluate the result. On the basis of textbook knowledge of international communication students will test their insights and awareness in the context of real life business experience. The course will improve the students' cross-cultural awareness and communicative abilities. The course also facilitates the development of international key competencies such as logistics skills, IT skills, presentation skills and team work ability.
- Contents:** Internationalisation is no longer a phenomenon reserved to the big multinationals. Small and Medium Sized Companies need to reach out to international markets in order to remain competitive in their regional networks. On this course students will learn about the communicative strategies of a company as well as to practice dealing with international suppliers and customers in a near-realistic situation.
- Methods:** Learning is achieved through natural communication, pre-teaching of business communication situations and feedback from the teacher.
Students can gain learner independence by planning and organising their own learning in a portfolio.
- Prerequisites:** Students must be able to function in an English-speaking environment.
- Assessment:** Continuous assessment is effected throughout the semester on the basis of active participation in a simulation and the documentation of personal work and progress in a "Hausarbeit" in the format of a student portfolio. This portfolio will be presented at the end of the semester.
- Last revised:** 30 July 2007