

## GS 502 / L 502

### Intercultural Communication

Please consult the current timetables for the details about lecturers, rooms and times  
[ <http://www.rheinahrcampus.de/studserver/studserv.html> ]

Semesterwochenstunden: 2 SWS

Semester: 5<sup>th</sup>

Contact: [Borgmann@RheinAhrCampus.de](mailto:Borgmann@RheinAhrCampus.de)

---

#### Course Outline

**Objectives:** In this seminar students learn to apply theoretical communications models to international professional encounters so as to conform to the dictates of the cultural context and encourage co-operative, friendly responses.

**Contents:** Students are trained to perceive cultural differences and act accordingly. The intercultural competence gained is both "culture-general" and "culture-specific". Theoretical insights into different working styles, different perceptions of time, different religions, different education styles are applied in exercises and in concrete international Internet simulations (e.g. with Brighton University) involving active interaction with participants from several other cultures. Students acquire the ability to master difficult intercultural communications problems such as arise in international Business.

**Requirements:** Registered 5th term students of "Gesundheits- und Sozialwirtschaft" (GS 502) and "Logistik und E-Business" (L 502). Students must be able to follow an ordinary lecture in English.

**Teaching method:** The focus will be on interactive teaching methods in order to give students the chance to learn about the theory of intercultural communication and put their newly acquired knowledge into practice in concrete simulations and internet case studies. Theory and practice will be interlaced and students will have to take an active part in role plays and discussions.

**Assessment:** As the subject is about communication, the seminar relies on active participation of the students. Identifiable oral participation (e.g. presentations) and written contributions (e.g. cultural diaries, active involvement in email exchange with the partner university, essays, etc.) build the basis for assessment.

**Set text:**

- Gibson, Robert. Intercultural Business Communication. Cornelsen & Oxford University Press, 2000; ISBN 3-8109-3123-3
- handouts, videos, CD-ROMs

The entire course (including the internet exchange) will be held in English.

**Enjoy the course!**