



## Course Unit: Intercultural Communication

<b>Semester</b>	3 or higher	<b>Language of Tuition/Assessment</b>	Englisch
<b>Hours per week</b>	2	<b>Group size (max)</b>	30
<b>Contact hours (total)</b>	32	<b>ECTS credits</b>	2
<b>Individual study</b>	28 h	<b>Lecturer</b>	Borgmann

### Objective:

The focus of this course is 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 case studies.

### Content:

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, and different education styles are applied in exercises and in concrete simulations involving interaction with participants from several other cultures. Students acquire the ability to master difficult intercultural communication problems such as arise in international business.

### Method:

The focus will be on interactive teaching methods and individual research. Theory and practice will be interlaced and students have to take an active part in discussions.

### Key Qualifications:

- Communication skills for an international business environment
- Presentation skills and negotiation skills for international contexts
- team work and leadership skills
- analytical skills
- individual language study for lifelong learning

### Assessment:

Course unit	Form of assessment	Exam dates		Grading scale
		Mid-term	Final	maximum score (out of 100)
Intercultural Communication	regular and active participation		x	50

### Literature:

Gibson, Robert. Intercultural Business Communication. Cornelsen & Oxford University Press, 2000 [ISBN 3-8109-3123-3]