

Courses in English Course Description

Department	10 Business Administration
Course title	Intercultural Communication for Business
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	After successful completion of this course, students will have a clear understanding of the impact of culture on communication with a focus on the business and working world. Students will also have a thorough overview of contemporary approaches to intercultural communication in business and be able to apply these to practical situations appropriately. With deeper insight into different business cultures and self-reflective skills, students will be able to foster effective communication, innovation, leadership and teamwork in cross-cultural business environments.
Prerequisites	<ul style="list-style-type: none"> • English for academic study (at least B2)
Recommended reading	<ul style="list-style-type: none"> • Ferraro, Gary and Briody, Elizabeth (2017) 'The Cultural Dimension of Global Business'. 8th ed. Oxford: Routledge. • Hall, Edward (1990) 'The Silent Language'. New York: Anchor Books. • Hall, Edward, T and Hall, Mildred, Reed (1990) 'Understanding Cultural Differences, Germans, French and Americans'. Boston, London: Intercultural Press. • Hofstede, Geert, Hofstede, Gert, Minkov Michael (2010) 'Cultures and Organizations: Software of the Mind'. New York: McGraw Hill. • Lewis, Richard D. (2006) 'When Cultures Collide. Managing Successfully Across Cultures'. 3rd ed. London: Brealey. • Meyer, Erin (2014) 'The Culture Map: Decoding how People Think, Lead, and Get Things Done across Cultures'. New York: Public Affairs. • Trompenaars, Fons, and Hampden-Turner, Charles (2012) 'Riding the Waves of Culture: Understanding Cultural Diversity in Global Business'. 3rd edn. New York: McGraw-Hill. <p>Additional texts and resources will be provided at the beginning of the semester.</p>
Teaching methods	<ul style="list-style-type: none"> • Interactive seminar. Self-awareness, observation and group interaction are key skills for developing cultural effectiveness. This module seeks to develop team and communication skills in addition to continual individual reflection throughout the semester. • Written and research assignments. Students are expected to complete readings and research tasks as study assignments and to contribute well-prepared findings and evaluations in class. • Group work • Case studies • Independent study
Assessment methods	Written exam
Language of instruction	English
Name of lecturer	Diverse
Email	
Link	
Course content	<ul style="list-style-type: none"> • Culture - definitions and implications • Culture models - limitations and application • Culture and communication • Culture, organisations and business • Cross-cultural collaboration • Cross-cultural leadership
Remarks	