



<b>Department</b>	14 Tourism
<b>Course title</b>	<b>Intercultural Competence -Focus on Chinese Culture</b>
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	5
<b>Course objective</b>	To introduce students to the theories and basics of intercultural communication. To build intercultural knowledge and competence with a special focus on business partners from Asia
<b>Prerequisites</b>	Participants must demonstrate a sound command of spoken and written English (Level B2) in order to hold presentations, actively participate in discussions, and write a written exam in English.
<b>Recommended reading</b>	A reading list will be distributed at the beginning of the semester
<b>Teaching methods</b>	Seminar style
<b>Assessment methods</b>	Regular attendance and written examination at the end of the semester.
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Dr. Simon Werther
<b>Email</b>	<a href="mailto:simon.werther@hm.edu">simon.werther@hm.edu</a>
<b>Link</b>	
<b>Course content</b>	Building awareness about cultural differences and its impact in an international business environment. Theories of intercultural competence and communication (Hofstede, Hall, Trompenaars, etc.), Dimensions of cultural difference, Analysis of key challenges in international business situations, Introduction to Asian culture with a special focus on the national cultures of China, Japan and India, Building intercultural competence when working with business partners with an Asian cultural background.
<b>Remarks</b>	The theoretical part of the course as well as of the written exam will be identical with the course Intercultural Competence - Focus on USA etc.. Thus, students are advised to take only one of the parallel offered Intercultural Competence courses.