

Courses in English

Course Description

Department	05 Building Services Engineering, Paper and Packaging Technology and Print and Media Technology
Course title	Intercultural Communication
Hours per week (SWS)	2
Number of ECTS credits	3 (Part of module 614.DM)
Course objective	The students are familiar with concepts of intercultural communication. The students are enabled to use business language skills and intercultural knowledge for successful professional business communication. The focus lies on communication and processes in international project teams.
Prerequisites	Good command of English, knowledge about concepts and models of the psychology of communication and project management.
Recommended reading	Hofstede, Geert/Gert Jan Hofstede/Michael Minkov (2010), Cultures and Organizations. Software of the Mind. Intercultural Cooperation and Its Importance for Survival. 3rd ed., New York etc., McGraw Hill. Hinner, Michael B. (2007) (ed.), The Influence of Culture in the World of Business. Frankfurt a.M. etc., Peter Lang. Martin, Judith N./Thomas K. Nakayama (2010), Intercultural Communication in Contexts, 5th ed., New York, McGraw-Hill. Zhu, Hua (2016) (ed.), Research Methods in Intercultural Communication. A Practical Guide. London, Wiley Blackwell.
Teaching methods	interactive
Assessment methods	Composition
Language of instruction	English
Name of lecturer	Justyna Alnajjar
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Link	
Course content	Current country-specific issues and cross-cultural aspects, Raising awareness of the relativity of cultural habits, values and beliefs, Comparative analyses of behavior patterns and standards in business life shaped by different cultures, Awareness for cultural norms, and taboos on business practices, Discussion and negotiation in cross-cultural contexts, Development of solution strategies in case of cross-cultural conflicts
Remarks	