

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, Alfons, 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	Prof. Dr. N. Brunnhuber, Ms. Schaaf, Ms. Scott, Ms. Leitner, Prof. Dr. S. Horn
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	