

## Courses in English Course Description

<b>Department</b>	10 Business Administration
<b>Course title</b>	<b>Intercultural Communication for Business</b>
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	5
<b>Course objective</b>	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.
<b>Prerequisites</b>	<ul style="list-style-type: none"> <li>• English for academic study (at least B2)</li> </ul>
<b>Recommended reading</b>	<ul style="list-style-type: none"> <li>• Ferraro, Gary and Briody, Elizabeth (2017) 'The Cultural Dimension of Global Business'. 8th ed. Oxford: Routledge.</li> <li>• Hall, Edward (1990) 'The Silent Language'. New York: Anchor Books.</li> <li>• Hall, Edward, T and Hall, Mildred, Reed (1990) 'Understanding Cultural Differences, Germans, French and Americans'. Boston, London: Intercultural Press.</li> <li>• Hofstede, Geert, Hofstede, Gert, Minkov Michael (2010) 'Cultures and Organizations: Software of the Mind'. New York: McGraw Hill.</li> <li>• Lewis, Richard D. (2006) 'When Cultures Collide. Managing Successfully Across Cultures'. 3rd ed. London: Brealey.</li> <li>• Meyer, Erin (2014) 'The Culture Map: Decoding how People Think, Lead, and Get Things Done across Cultures'. New York: Public Affairs.</li> <li>• Trompenaars, Fons, and Hampden-Turner, Charles (2012) 'Riding the Waves of Culture: Understanding Cultural Diversity in Global Business'. 3rd edn. New York: McGraw-Hill.</li> </ul> <p>Additional texts and resources will be provided at the beginning of the semester.</p>
<b>Teaching methods</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• Group work</li> <li>• Case studies</li> <li>• Independent study</li> </ul>
<b>Assessment methods</b>	Written exam
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Diverse
<b>Email</b>	
<b>Link</b>	
<b>Course content</b>	<ul style="list-style-type: none"> <li>• Culture - definitions and implications</li> <li>• Culture models - limitations and application</li> <li>• Culture and communication</li> <li>• Culture, organisations and business</li> <li>• Cross-cultural collaboration</li> <li>• Cross-cultural leadership</li> </ul>
<b>Remarks</b>	