

Compulsory module R 5.5: Intercultural Competence II					
Module Code R 5.5	Workload 150 h	Credits 5 ECTS	Study Semester 5th Sem.	Frequency of Module Offer Every Semester	Duration of Module 1 Semester
1	Teaching Methods Lecture: 4 weekly contact hours per semester R 551 Intercultural Skills III R 552 Intercultural Skills IV	Contact Hours 4 weekly contact hours per semester / 45 h	Independent Study 105 h	Planned Group Size 15 students	
2	Learning outcomes / Competences After completing this module successfully, students will be able to understand different concepts of culture and to apply them. They will have strong intercultural skills for specific regions and topics. They will have increased awareness of foreign cultures, of their own culture and of cultural differences; they will be able to identify cultural differences and to communicate with people from other cultures in a culturally sensitive way. They will acquire the necessary skills to work in diverse teams, culture-specific know-how and conflict management skills as well as culturally sensitive command of the English language.				
3	Contents R 551: Theories and basics (Hofstede, Hall, Trompenaars etc.), knowledge of the different culture groups, consequences of cultural differences for business communication R 552: Strengthening and applying the skills learnt in Y 551; the courses on offer can vary from semester to semester, e.g. 1. Focus on the USA and the English-speaking world 2. Focus on Latin America 3. Focus on Asia 4. Focus on Ireland				
4	Teaching Methods: Lectures				
5	Participation Prerequisites: See conditions for progression to advanced semesters (cf. study and examination regulations)				
6	Examination: written exam				
7	Prerequisites for the Allocation of Credit Points: passed module exam				
8	Use of the Module (in other study programs): none				
9	Factor for calculation of the degree grade: weighting with factor 1				
10	Module Supervisor and Full-Time Teachers: a) Prof. Dr. Bauer b) Prof. Dr. Schröder				
11	Other Information Module in English language				

Course Descriptions Semester 5 TOURISMUS MANAGEMENT 3.0

	<p>Literature:</p> <p>Gibson, Robert, Intercultural Business Communication, Berlin: Cornelsen, in der aktuellsten Ausgabe</p> <p>Hofstede, Geert, Hofstede, Gert Jan & Minkov, Michael, Cultures and Organizations - Software of the Mind: Intercultural Cooperation and Its Importance for Survival, New York: McGraw-Hill, in der aktuellsten Ausgabe</p> <p>Trompenaars, Fons & Hampden-Turner, Charles (2020), Riding the waves of culture. Understanding diversity in global business (4rd, rev. ed.), London: Nicholas Brealey</p>
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