

Sommersemester 2007

Bachelor (B.A.)

Modul B09: International Module

### Bezeichnung der Kurseinheit: Intercultural Communication

Semester	3
Semesterwochenstunden	2
Kontaktzeit	32 h
Selbststudium	28 h

Lehrsprache	Englisch
Vorgesehene Gruppengröße	30
Leistungspunkte (ECTS)	2

Lecturer: Prof. Dr. Stefan Kamhuber, Dr. Elmar-Laurent Borgmann, [www.rheinahrcampus.de/borgmann](http://www.rheinahrcampus.de/borgmann)

#### Course Outline

- Description: The focus of this course will be on interactive teaching methods in order to give students the chance to learn about the theory of intercultural communication and put their newly acquired knowledge into practice in concrete simulations and case studies. Theory and practice will be interlaced and students will have to take an active part in role plays and discussions.
- Objectives: In this seminar students learn to apply theoretical communications models to international professional encounters so as to conform to the dictates of the cultural context and encourage co-operative, friendly responses.
- Contents: Students are trained to perceive cultural differences and act accordingly. The intercultural competence gained is both "culture-general" and "culture-specific". Theoretical insights into different working styles, different perceptions of time, different religions, and different education styles are applied in exercises and in concrete simulations involving active interaction with participants from several other cultures. Students acquire the ability to master difficult intercultural communications problems such as arise in international Business.
- Recommendations: - Registered 3rd term students of business administration (specialisations: "Gesundheits- und Sozialwirtschaft", „Sportmanagement" and "Logistik und E-Business").  
- Students must be able to follow an ordinary lecture in English.
- Key qualifications: - communication in an international business environment  
- presentations in an international environment  
- effective team work  
- individual language study for lifelong learning
- Texts: - Gibson, Robert. Intercultural Business Communication. Cornelsen & Oxford University Press, 2000; ISBN 3-8109-3123-3  
- handouts, videos, CD-ROMs]
- Assessment: - As the subject is about communication, the seminar relies on active participation of the students. Identifiable oral participation (e.g. presentations in English) and written contributions (e.g. cultural questionnaires, active involvement in email exchange with the partner university, essays, etc.) build the basis for assessment

Last revised: 15 January 2007

*Enjoy the course!*