Teilstudienplan International Competence

Übersicht

Es ist ein Modul zu wählen. Wahlmodule in der PO, die in jedem Semester angeboten werden:

B 25 International Competence				
..01	International Competence: Business and Communication	7 ECTS	8 SWS	PFP o AS
..02	International Competence: Language and Business Culture	7 ECTS	8 SWS	PFP o AS
..03	International Competence: Languages	7 ECTS	8 SWS	PFP o AS

Die Liste der Wahlmodule ist nicht ausschließlich. Aktuelle weitere Wahlmodule sind:

B 25 International Competence				
..04	International Competence: Working Internationally	7 ECTS	8 SWS	PFP o AS
..05	International Competence: Asia	7 ECTS	8 SWS	PFP o AS
..06	International Competence: Europe	7 ECTS	8 SWS	PFP o AS

Lernergebnisse/Kompetenzen

This module addresses cross-functional competencies for international business environments with a specific focus on management tasks and functions. As the complexity of the professional environments is constantly increasing, this module is designed to enable students to tackle these tasks and develop the social, linguistic and international skills required for success as well as enabling them to focus on strategic fields and geographical regions for their internationalization such as the European Union, the United States and Asia. Students are encouraged to choose a focus which is in line with their own long-term goals and perspectives.

Students will be offered a chance to develop their intercultural teamwork skills and the ability to analyse and assess their own performance in corporate environments. Creativity and the ability to manage conflict and change will be enhanced. International job search skills and competencies required for integration into international teams will be covered as well.

Depending on their own choices and preferences, students can develop their communication skills in English or Spanish, two world languages of Business Communication In addition, they can learn about specific regions and cultures and the respective business environments. Some of the electives are compatible with the curriculum of the English Language Certificate offered at HS Koblenz, University of Applied Sciences. This optional extra qualification is a well-established tool to encourage students to boost their language skills by completing a relevant curriculum and taking a standardized external examination (TOEFL) documenting their language skills for future job applications. It follows the concept of offering assessment for learning in addition to delivering assessment of learning.

The relevance of the skills and competencies covered is obvious both for small and medium-sized enterprises and for large international companies.

Vermittelte Schlüsselqualifikationen

- Integrated problem solving, initiative, independent learning

- Intercultural communication skills for an international business environment
- Presentation skills and negotiation skills for international contexts
- Collaboration, conflict management and leadership skills
- Critical, ethical, and sustainable thinking and analytical skills
- Strategic use of technologies for international communication
- Individually customized strategies for internationalization (lifelong learning).

Inhalte

Cf. individual descriptions of Modules 01-06.

Lehrformen

Cf. individual descriptions of Modules 01-06.

Teilnahmevoraussetzungen

Formal: Full-time students in the Faculty of Business and Social Sciences at RheinAhrCampus Remagen.

Academic: The skills and competencies covered in Module B 14.

Prüfungsformen

Cf. individual descriptions of Modules 01-06.

Bewertung

Voraussetzung für die Vergabe von ECTS-Punkten ist das Bestehen der Prüfungsleistung für das jeweilige Modul. Es ist ein Modul zu wählen.

Der Teilstudienplan geht mit 7 ECTS in die Gesamtzahl von 180 ECTS-Punkten ein.

Literaturhinweise

Cf. individual descriptions of Modules 01-06.

Modul B 25.04 International Competence: Working Internationally

Übersicht

Nr.	Workload	Credits	Studiensemester	Häufigkeit des Angebots	Dauer
B 25.04	210 Std.	7 CP	2. Semester	jedes Semester	1 Semester

Modulbeauftragte(r)	Lehrende im Modul
Dr. Elmar-Laurent Borgmann	Dr. Elmar-Laurent Borgmann Brandon Davenport Jens Andreas Faulstich

Art des Moduls	Veranstaltungs form(en)	Kontaktzeit	Selbststudium	geplante Gruppengröße	Lehrsprache
Wahlpflicht	Seminar mit integrierter Übung	128 Std.	82 Std.	25 Stud.	Englisch

Verwendung des Moduls

Bachelor-Studiengang Forschungs- und Innovationsmanagement (Basismodul)

Bachelor-Studiengang Gesundheits- und Sozialmanagement (Basismodul)

Bachelor-Studiengang Logistik und E-Business (Basismodul)

Bachelor-Studiengang Management, Führung, Innovation (Basismodul)

Bachelor-Studiengang Sportmanagement (Basismodul)

This module will help students put their competencies in meetings and intercultural communication into practice in real-life international environments by taking part in a simulated company with real international customers and in a short duration International Experience hosted by our university or by one of our partner universities.

Lernergebnisse und Kompetenzen

The theoretical and social competencies developed in Module B 14 will be deepened by giving the students an opportunity to apply their knowledge through real-life international and intercultural encounters with students and faculty members of partner institution (short-term exchange). This international encounter will enable students to take an even more balanced decision on whether a graduate study program or a study abroad semester in an English-speaking environment should be undertaken. In addition, the students will receive a separate certificate about their joint activities with the students of the respective partner university – which will help them to sharpen their international profile for their future careers.

In order to increase employability in modern cross-cultural work places and boost interpersonal skills, there will be an explicit focus on intercultural communication. Using interactive teaching methods and classroom situations with at least 5 different nationalities present, the module will 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. The theory of intercultural incidents and lived practice-examples described by students will be interlaced – so that students can develop the relevant competencies for working, studying and living in a global business environment by taking an active part in role-plays and discussions.

Students will be setting up a simulated company to market a service internationally. This means that the various strands of business communication and intercultural communication are brought together and tried out in a realistic setting. The design of this "virtual company" aims to provide students with integrated business communication skills in multicultural company with more than 5 different nationalities involved. This will raise students' awareness of international management tasks as well as enabling them to develop their cross-cultural awareness and communicative abilities. The simulation facilitates the development of the students' logistics skills, IT skills,

presentation skills and teamwork ability. The service that the company offers will cover disciplines such as international marketing or event management. The international simulation may also focus on how to help institutions organise events professionally.

Building up on the linguistic and intercultural skills acquired in Module B14, students will expand their business vocabulary and the range of relevant standard phrases for typical business tasks and routines, especially in situations such as interacting with customers, sustaining negotiations and presenting their companies/products. They will familiarise themselves with international job search methods and application procedures in order to prepare for study abroad semesters, international internships and international academic projects. They will also develop their written skills in order to deal with typical academic assessment methods at our partner universities.

Kompetenzerwerb

Lernzielstufe	Kursbeitrag
Sozial- und Kommunikationskompetenz	Ability to • integrate into international teams • integrate other participants into mixed international teams • anticipate potential areas of conflict and act proactively • use critical incidents in order to extract and illustrate intercultural theories • look at own culture from a different perspective • embrace diversity in groups • analyse and describe intercultural differences for documentation (e.g. in a podcast) • explain, analyse and make recommendations for a situation where a student was the object of a cultural stereotype • create a positive atmosphere in intercultural encounters • Form departments and lead them to success • Present collaborative results in groups • Deal with conflict and challenges • Prepare business meetings and press conferences • Analyse and reflect on business skills • Prepare a job interview reflecting on skills and qualities • write appealing essays to express own views and insights on topics related to own academic interests • use appropriate strategies for international job search and application procedures • sell ideas and win people over to one's own project proposals • Clarify misunderstandings
Sprachkompetenz	• appropriate signposting language for presentations • suitable linking language for essays and academic papers • business vocabulary for standard situations • international conventions governing citations and lucid documentation of sources
Wissenserwerb	Knowledge of • selected partner universities and the academic settings • higher education in different countries and regions • historical, economic and political facts about selected countries and regions • relevant theories on communication and culture (e.g. monochronic vs. polychronic behavior) • models of intercultural dimensions (Hofstede) • different leadership competencies (e.g. consensual vs. adversarial) • hierarchies and structures of multinational companies and institutions • communication about goals and priorities • components of press releases and press conferences • graduate attributes and management skills

	- regular questions in job interviews - selected grammar topics (identified on a need-to-know basis and linked to integrated practice) - online resources for in-depth language study
Wissensvertiefung	Knowledge of - resources for research on higher education institutions - resources for individual language work - strategies to move from virtual encounters to real encounters - strategies for the preparation of study abroad semesters, international internships or short-term mobility projects - resources for individual research on the areas of language and intercultural communication - habits, customs and values in different cultural environments - the nature and influence of stereotypes on business - strategies to move from virtual encounters to real encounters - strategies for effective and positive customer contacts - strategies for documenting progress of departments - online resources for in-depth language study
Instrumentale Kompetenz	Application of the theoretical knowledge on - authentic conversations in international settings / with international participants - real life case studies and group simulation exercises - authentic conversations in international settings / with international participants - case studies and group simulation exercises - authentic conversations in international settings / with international participants - case studies and role plays - blog posts, email communication, memos and invitations
Systemische Kompetenz	Evaluation of - international academic encounters both in Germany and abroad - intercultural incidents - culturally coded behavior patterns - real life company conflicts - Human Resources decisions on business success - business English situations and intercultural incidents

Vermittelte Schlüsselqualifikationen

English negotiation skills, social and intercultural competences, intercultural teamwork skills, integrated listening skills, text production skills, reading skills, conflict management skills, analytical skills, international English and communication skills, distinction of different registers, cultural awareness, intercultural leadership skills, conflict management skills, team-building skills, entrepreneurial skills, motivation skills, ambition, allowing and admitting mistakes, courage and risk-taking, conflict management skills, resilience, "can-do"-attitude, international English and communication skills, distinction of different registers, social and intercultural competences, reading skills, job search and assessment centre skills.

Inhalte

This module explicitly encourages cooperation with selected partner universities. The partner university will send students and/or lecturers to our university and/or invite students of our university for a short-term mobility. The short-term direct interaction with international academic partners will be organised by International Affairs in conjunction with students and it will feature academic lectures and workshops as well as social and cultural activities. Participants will be prepared for the different academic environment, analyzing similarities and differences, understanding the different types of academic requirements and routines in the respective new

setting, learning about the respective host cultures and guest cultures as well as reviewing the personal learning process and growth.

Students will set up a simulated company to market a real-life service (e.g. managing an event, creating a digital application or a marketing campaign) and carry out typical business transactions with internal partners, companies, partner institutions or individuals from at least five different cultures. The international business environment will enable the participants to learn about the linguistic and cultural challenges that managers of multi-national companies have to master. They will learn how to communicate effectively in real life company conflicts and document the progress of their departments to the whole company. Under time constraints, they will practice dealing with international suppliers and customers in a near-realistic situation.

On the basis of real-life "critical incidents" students train their analytical skills, develop awareness of cultural differences and act accordingly. The intercultural competence gained is both "culture-general" and "culture-specific". Theoretical insights into different working and leadership 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 learn to embrace cultural diversity as a competitive advantage and acquire the ability to master difficult intercultural communications problems such as those that arise in international business.

Students will be introduced to successful office work in the English language: telephoning, relevant skills for business meetings and negotiations, written documents for decision support, international application documents (such as cover letter, resume, references), essay writing skills and virtual communication in blogs, online meetings and similar digital environments.

Lehrformen

Interactive talks and in-class discussions, guided pair work and small-group assignments, Blended Learning formats, analysis of video case studies, exercises to enable self-reflection and understand stereotypes, simulation of business communication situations, text discussions, text production with individual feedback.

Teilnahmevoraussetzungen

Formal: Full time B.A. students in the Faculty of Business and Social Sciences.

Academic: Skills developed in Module B14. Ability to communicate in an English-speaking environment.

Prüfungsformen

Assignments

Bewertung

Voraussetzung für die Vergabe von ECTS-Punkten ist das Bestehen der Prüfungsleistung für das Modul. Diese wird aus den einzelnen Bestandteilen des Assignments generiert, welche gleichgewichtet in die Modulbewertung eingehen. Es gibt keine Bestehensgrenzen auf Basis der einzelnen Einheiten des Assignments.

Das Modul geht mit 7 ECTS in die Gesamtzahl von 180 ECTS-Punkten ein.

Literaturhinweise

Johnson, Christine (2005). Intelligent Business Intermediate. Skills Book (With CD-Rom), Harlow: Pearson Longman.

Pocklington, Jackie; Patrik Schulz; Erich Zettl (2007). Das professionelle 1 x 1: Bewerben auf Englisch: Leitfaden mit Tipps und Mustern für den erfolgreichen Eintritt in den internationalen Arbeitsmarkt mit CD-ROM. Berlin: Cornelsen.

Gibson, Robert (2014). Intercultural Business Communication. Cornelsen & Oxford University Press, 2014.

Emmerson, Paul (2013). Email English, Second Edition with a new social media section and a phrase bank of useful expressions. London: Macmillan.

Hughes, John (2010). Telephone English: Includes phrase bank and role plays, London: Macmillan.

Murphy, Raymond (2015). English Grammar in Use Book with Answers and Interactive eBook: A Self-study Reference and Practice Book for Intermediate Students of English. Fourth Edition.

Powell, Mark (2014). In company 3.0. Intermediate Student's Book Pack Premium. London: Macmillan.

Ungerer, Friedrich. Gerhard E. H. Meier. Klaus Schäfer (2009). A Grammar of Present-Day English. Stuttgart: Klett.

DIGITAL RESOURCES:

Business English: Meetings. Selbstlernkurs + Vokabeltrainer mit authentischen Gesprächssituationen und abwechslungsreiche Übungen für amerikanisches und britisches Englisch. München: digital publishing [Lernsoftware].

The students will be provided with a wide range of additional tailored information resources, case studies and interactive exercises through the learning platforms OpenOLAT and Moodle.