

## Syllabus: “Intercultural Business Communication”

Intercultural Courses for International Students  
Summer Term 2018, Sr. Lecturer. Rita Bagchi, M.A. PGDAPR.

### (a) Inhalt und Ansatz | Content and Approach

- This course provides students with a basic understanding of the invisible cultural differences in values and norms, communication patterns, way of thinking, negotiation strategies and management styles.
  - International Business Manners and Etiquettes  
(*Introduction to Intercultural Business Communication, Global and Social Customs*)
  - Understanding Culture and its Characteristics
  - Contrasting Cultural Values (*Culture and Perception*)
  - Adjustments (*Culture Shock*)
  - Communication across Culture (*Oral, Nonverbal and Written Patterns*)
  - Learning to be a Global Negotiator

### (b) Qualifikationsziele | Learning Objectives

- The aim of the course is to teach students the principles of intercultural communications in business and understanding its essence in today's world. There are seven objectives we hope to accomplish during the semester. They are:
  - Understand the role of communication in culture
  - Recognize cultural variables and cultural characteristics
  - Familiarize yourself with the communication norms, rituals, and taboos of other cultures
  - Learn about barriers to intercultural communication, adjustment to other cultures, and culture shock
  - Practice performing communication activities as they would be done in other cultures
  - Learn how differences in intercultural communication manifest themselves in different professional settings
  - Increase sensitivity to your own cultural background and its impact on how you communicate, increase knowledge of ethical issues in communicating internationally in business

### (c) Kursstruktur | Course Structure

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|----------------------------|------------------|---------------|-------------------------------|
| • 6 contact hours per week | <b>Wednesday</b> | 11.45 - 13.15 | <b>D 0301 (Group 1)</b>       |
|                            | <b>Wednesday</b> | 14.15 - 17.30 | <b>D 0301 (Group 1 and 2)</b> |
|                            | <b>Thursday</b>  | 10.00 - 11.30 | <b>D 0117 (Group 2)</b>       |

### (d) Kontakt | Contact

- E-mail: [r.bagchi@hs-sm.de](mailto:r.bagchi@hs-sm.de) | Room: D 112

## **(e) Studien- und Prüfungsleistungen | Course Assessment**

- Individual class assignments. Case studies (20%)
- Presentation (30%)
- Written examination (50%, 90 min)
- 6 ECTS