

Syllabus: “Intercultural Business Communication”

International School
Summer Term 2021, 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.
 - Introduction to Intercultural Communication and Global Business Markets. (*Understanding Emerging Markets & Trade relationships*)
 - International Business Manners and Etiquettes (*Global and Social Customs Differences*)
 - Understanding Culture and its Characteristics
 - Contrasting Cultural Values (*Hofstede’s Cultural Dimensions, Perception & Culture*)
 - Adjustments (*Culture Shock*)
 - Communication across Culture (*Oral, Nonverbal and Written Patterns*)

(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. The course focuses on the following learning objectives:
 - Understand the role of communication in culture, recognize cultural variables and cultural characteristics, and familiarize 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 communicational activities, as they would be done in other cultures and learn how differences in intercultural communication manifest themselves in different professional settings.
 - Increase sensitivity to the own cultural background, increase knowledge of ethical issues in communicating internationally in business.

(c) Kursstruktur | Course Structure

- The course comprises of three consecutive units. In the first unit, students will have the opportunity to participate in lectures to understand the role of Culture in our daily activities.
- In the second unit, the focus will be on the transfer of intercultural competencies into practice. This course is designed as an intercultural training workshop. Major topics of this training course will be cultural awareness, cultural values and attitudes, different communication styles and teamwork across cultures.
- In the third unit, participants will get the opportunity to design their own intercultural awareness training. Based on the task assigned, they will need to work in small multicultural teams to submit a report about their findings.
- There will be **2 classes per week.** (4 Lecture hours per week.)
Every student must attend both the online classes to attain the credit points.
 - **Wednesdays: 14:15 - 15:45**
 - **Thursdays: 14:15 - 15:45**

(d) Kontakt | Contact

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(e) Studien- und Prüfungsleistungen | Course Assessment

- Part-1 Presentation and Part-2 Written examination.
- 5 ECTS