Syllabus: “Intercultural Business Communication”
International School
Winter Term 2019/20, 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, Male and Female)
  - 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 communication 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
- Tuesday 10.00 - 11.30 (Group 1) Room D 0117
- Wednesday 14.15 - 17.30 (Group 1, Group 2) Room D 0302
- Wednesday 17.45 - 19.15 (Group 2) Room D 0302

(d) Kontakt | Contact
- Email: r.bagchi@hs-sm.de | Room: D 0112

(e) Studien- und Prüfungsleistungen | Course Assessment
- Individual class assignments, case studies, oral presentation, written examination (90 min)
- 6 ECTS