

Course Descriptions CiE

Course code:

Course title : Intercultural Communication

Hours per week: 4

Number of ECTS Credits allocated/work load: 5 ECTS

Semester: 5th semester

Course contents:

- Definitions of culture and intercultural research approaches
- Culture models and cultural dimensions (Hofstede, Trompenaars)
- Focus on countries/regions and business practices
 - United States
 - China
 - Japan
 - Europe
 - India
 - Arab world

Prerequisites:

- good command of the English language (=German "(Fach)Abitur" level)
- students must be enrolled in a business studies course at their home university

Objective of the course/learning outcome:

Students are familiar with intercultural theories and country-specific aspects and can use their knowledge to communicate successfully in an international business environment.

Recommended Reading:

- R. Gibson: Intercultural Business Communication. Fachsprache Englisch. Berlin : Cornelsen&Oxford, 2000
- Script
- Texts from the business press.

Teaching methods: regular classroom meetings with extensive group work sessions

Assessment methods: exam

Language of instruction: *English*

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Link: