<table>
<thead>
<tr>
<th><strong>Department</strong></th>
<th>Building Services, Paper Technology, Printing and Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course title</strong></td>
<td>Intercultural Communication</td>
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<tr>
<td><strong>Hours per week</strong></td>
<td>2</td>
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<tr>
<td><strong>Number of ECTS credits</strong></td>
<td>2.5</td>
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</tbody>
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**Course objective**
The students gain the competence and ability to behave, and conduct transactions, in a way which shows regard for a foreign culture. Their intercultural competence is strengthened by increasing their awareness of their own concepts and those of others. On completion of the course, the students are able to analyse their own culture, to analyse 'other' cultures, to adapt to cultural dimensions and to train their awareness and behaviour. The sensitization process is the key to successful contacts with other cultures, which the students may encounter later in their professional life.

**Prerequisites**
None

**Recommended reading**

**Teaching methods**
Lectures and exercises: 24 hrs.; Preparation, finishing off and working out case studies and presentations: 51 hrs.;

**Assessment methods**
Written Examination (100 %)

**Language of instruction**
English

**Name of lecturer**
Annabelle Wolff

**Email**
annabelle.wolff@hm.edu

**Course content**
- Introduction to the term culture
- Cultural dimensions, according to G. Hofstede
- The theory of intercultural communication
- The ethnography of communication
- Culture-shock phases
- Stereotypes and prejudices
- Cases, from everyday life
- Training in awareness and behaviour
- Role play and simulation in intercultural contact
- Imparting the basis for team work.