Department: 10 Business Administration

Course title: Intercultural Communication for Business

Hours per week (SWS): 4

Number of ECTS credits: 5

Course objective: After successful completion of this course, students will have a clear understanding of the impact of culture on communication with a focus on the business and working world. Students will also have a thorough overview of contemporary approaches to intercultural communication in business and be able to apply these to practical situations appropriately. With deeper insight into different business cultures and self-reflective skills, students will be able to foster effective communication, innovation, leadership and teamwork in cross-cultural business environments.

Prerequisites: • English for academic study (at least B2)


Additional texts and resources will be provided at the beginning of the semester.

Teaching methods: • Interactive seminar. Self-awareness, observation and group interaction are key skills for developing cultural effectiveness. This module seeks to develop team and communication skills in addition to continual individual reflection throughout the semester.
• Written and research assignments. Students are expected to complete readings and research tasks as study assignments and to contribute well-prepared findings and evaluations in class.
• Group work
• Case studies
• Independent study

Assessment methods: Written exam

Language of instruction: English

Name of lecturer: Diverse

Email: Link

Course content: • Culture - definitions and implications
• Culture models - limitations and application
• Culture and communication
• Culture, organisations and business
• Cross-cultural collaboration
• Cross-cultural leadership

Remarks