Courses in English

Course Description

Department
14 Tourism

Course title
Intercultural Competence: Focus on Latin America

Hours per week (SWS)
4

Number of ECTS credits
5

Course objective
To introduce students to the theories and basics of intercultural communication.
To build intercultural knowledge and competence with a special focus on Latin America.

Prerequisites
Participants must demonstrate a sound command of spoken and written English (Level B2) in order to
give presentations, actively participate in discussions, and sit a written exam in English.

Recommended reading
A reading list will be distributed at the beginning of the semester.

Teaching methods
Seminar style

Assessment methods
Regular attendance and written examination at the end of the semester.

Language of instruction
English

Name of lecturer
Prof. Dr. Tilman Schroeder

Email

Link

Course content
Building awareness of cultural differences and their impact in an international business environment;
Theories of intercultural competence and communication (Hofstede, Hall, Trompenaars, etc.);
Dimensions of culture; Analysis of key challenges in international business situations; Introduction to the
cultures of Latin America; Building intercultural competence for working with business partners from
Latin American cultures.

Remarks
The theoretical part of the course as well as of the written exam will be identical with the course
"Intercultural Competence - Focus on Australia and the Asia Pacific Region". Thus, students are advised
to not take both classes at the same time.