Courses in English

Course Description

Department 10 Business Administration
Course title Intercultural Communication
Hours per week (SWS) 4
Number of ECTS credits 5
Course objective The students are enabled to use business language skills and intercultural knowledge for successful professional business communication.
Prerequisites good command of the English language (= German “(Fach)Abitur” level) students must be enrolled in a business studies course at their home university
• Articles and reports from the business press (“The Economist”, “Financial Times”, “BusinessWeek etc.”).
Teaching methods interactive
Assessment methods Exam
Language of instruction English
Name of lecturer tba
Email
Link
Course content • Current country-specific issues and cross-cultural aspects
• Raising awareness of the relativity of cultural habits, values and beliefs
• Development of ‘uncertainty tolerance’ and interculturally applicable courses of action
• Current business reports and company profiles from the international business press
• Discussion and negotiation in a cross-cultural context
• Developing interculturally oriented proposals and strategies
• Comparative analysis of behavior patterns and standards in business life shaped by different cultures; impact of cultural norms and taboos on business practices
• Development of solution strategies in cases of cross-cultural conflict
Remarks