Course Title: Intercultural Competence II - Focus on the USA and the English-speaking world

Department: 14 Tourism

Course Objective:
To introduce students to the theories and basics of intercultural communication.

To build intercultural knowledge and competence with a special focus on the USA and the English-speaking world.

Prerequisites:
Participants must demonstrate a sound command of spoken and written English (Level B2) in order to hold presentations, actively participate in discussions, and write 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:
Presentation (50%) and written examination at the end of the semester (50%)

Language of Instruction:
English

Name of Lecturer:
Prof. Dr. Antonie Bauer

Email:
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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 the major English-speaking countries with a special focus on the USA; Building intercultural competence for working with business partners from English-speaking cultures.

Remarks:
The theoretical part of the course as well as the written exam will be identical with the course Intercultural Training II - Focus on Asia. Thus, students are advised not to take both classes at the same time.