Courses in English
Course Description

Department 05 Building Services Engineering, Paper and Packaging Technology and Print and Media Technology
Course title Intercultural Communication
Hours per week (SWS) 2
Number of ECTS credits 2,5
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

Teaching methods Lectures and exercises: 24 hrs.; Preparation, finishing off and working out case studies and presentations: 51 hrs.;
Assessment methods Oral Examination (100 %)
Language of instruction English
Name of lecturer Nina Kohr
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Link
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.

Remarks