Course Description CiE

Department: Business Administration

Course title: Intercultural Communication

Hours per week: 4

Number of ECTS / US credits: 5 ECTS

Semester: 5

Course objective: Students are familiar with intercultural theories and country-specific aspects and can use their knowledge to communicate successfully in an international business environment.

Prerequisites: good command of the English language (=German “(Fach)Abitur” level) students must be enrolled in a business studies course at their home university


Teaching methods: regular classroom meetings with extensive group work sessions

Assessment methods: Exam
Course content: Definitions of culture and intercultural research approaches. Culture models and cultural dimensions (Hofstede, Trompenaars) Focus on countries/regions and business practices (United States, China, Japan, Europe, India, Arab world)