

Modul 0937 Intercultural Communication

1	Module Number 0937	Study Programme TBB/TAB	Semester 2 and 6	Offered in xWS xSS	Duration 1 Semester	Module Type Mandatory	Workload (h) 60	ECTS Points 2
2	Courses Intercultural Communication		Teaching and Learning Forms Lecture		Contact Time (SWS) (h) 2 30		Self-Study Time (h) 30	Language english
3	<p>Learning Outcomes and Competences</p> <p>Once the module has been successfully completed, the students can...</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> ... know basic principles and theories of intercultural communications. ... know essential strategies and skills involved in the leadership and management of multicultural teams. ... gain insights into symbols, rituals, and other behaviors of diverse cultures. <p>Communication und Cooperation</p> <ul style="list-style-type: none"> develop self-awareness through reflection. ... understand underlying cultural assumptions on the basis of one's own behavior and act and interact appropriately in intercultural workplaces ... interact in business situations, respecting taboos and customs ... develop cultural competence and empathy and effective intercultural communication ... accept different perspectives and attitudes, balance considerations, and undertake a judgment. ... communicate and cooperate within the group to develop mutually acceptable and appropriate solutions. <p>Scientific Self-Conception/ Professionalism</p> <ul style="list-style-type: none"> analyze situations in multicultural teams by applying basic principles and theories. 							
4	<p>Contents</p> <p>Theories of intercultural communications. Communications in global, multinational companies. Core values of different cultures and their effect on behavior and communication especially in a business context</p>							
5	<p>Participation Requirements</p> <p>recommended: English skills (B2-level minimum)</p>							
6	<p>Examination Forms and Prerequisites for Awarding ECTS Points</p> <p>presentation (graded)</p>							
7	<p>Further Use of Module</p> <p>Compulsory module for the study program International Industrial Management (TBB)</p>							
8	<p>Module Manager and Full-Time Lecturer</p> <p>Prof. Duerr</p>							
9	<p>Literature</p> <ul style="list-style-type: none"> Robbins, S.P. / Hunsaker, P.L. (1996): Training in Interpersonal Skills, 2. Auflage, Upper Saddle River, Prentice Hall Johnson, R.A. (1993): Negotiation Basics, Newbury Park, Sage McRae, B. (1998): Negotiating and Influencing Skills, Newbury Park, Sage Hofstede, G. (1997): Cultures and Organisations: Software of the Mind, New York, McGraw-Hill Hall, T. (1989): Beyond Culture, New York, Doubleday Bartlett, C.A. / Ghoshal, S. / Birkinshaw, J.M. (2004): Transnational Management, New York, McGraw-Hill Jacob, N. (2003): Intercultural Management, London, Kogan Page Varner, I. / Beamer, L. (2010): Intercultural Communication in the Global Workplace, New York, McGraw 							
10	<p>Last Updated 30.01.2020</p>							