



Working Across Cultures	
Course number	3449
Lecturer	Prof. Dr. Angress
ECTS	5
Number of semester hours	4
Workload	150 h
Type	Elective
Duration	1 Term
Prerequisites	min. level B2 according to Common European Framework of Languages, preferably C1 and after successfully completing the Business English compulsory course.
Type of exam	Oral presentation with corresponding term paper
Objectives	<p>The focus of this English-taught course will be blending inputs on intercultural and culture-specific topics with interactive teaching methods of effective communication and relationship building in an international context.</p> <p>Knowledge and Understanding:</p> <ul style="list-style-type: none"> • Students will be able to learn about relevant concepts of culture and gain an intercultural awareness in order to successfully and effectively communicate in an international business context. • They will be able to define what they understand by the term culture and how culture can affect organisations in a business context. Also, they will recognise the extent to which culture affects the way they view themselves and appraise and apply recognised models and approaches to analyse different dimensions/aspects of culture. <p>Intellectual Skills:</p> <ul style="list-style-type: none"> • They will learn how to master different interactions and critically reflect intercultural challenges that may arise in an international business context. • Show their awareness and understanding of other cultures by way of analysing “critical incidents” (mini-case studies in an international context). • Demonstrate an awareness and understanding and knowledge of a range of skills for dealing with different cultures in a business context. <p>Practical Skills:</p> <ul style="list-style-type: none"> • Students will be encouraged to put this newly acquired knowledge into practice in case studies and role-plays. • They will develop and demonstrate appropriate usage of communicative skills in English in intercultural business encounters. • They will interact and engage with others in an international setting e.g. through role plays on negotiations, presentations, meetings more confidently using English as “lingua franca”. <p>Transferable Skills:</p> <ul style="list-style-type: none"> • They will be able to critically reflect themselves and acknowledge self-perception as opposed to their image in public and how their behaviour can impact international encounters.



Content	<p>The course will focus in particular on the following aspects:</p> <p>Thematic Strand I: Culture</p> <ul style="list-style-type: none"> • Introduction: What's culture? • Different meanings of culture and self-awareness • Theories and Approaches for intercultural learning • Cultural dimensions • Business Organisations and Corporate Culture • Critical Incidents/Case studies <p>Thematic Strand II: Intercultural Awareness and Building Communicative Competence</p> <ul style="list-style-type: none"> • The role of communication in intercultural business encounters • Intercultural Communication and Challenges • Low/High Context Communication • Barriers to Communication and Dealing with Difference/Metacommunication. <p>Regular inputs will be complemented by small projects/ case studies and role plays and practical training elements/sessions.</p> <p>Students will present an analysis of selected/self- designed case studies (= critical incidents). A critical incident here refers to some kind of breakdown in an interaction between members of (usually) two different cultures as a result of cultural difference. This may relate to issues of communication, knowledge, beliefs, relationships or personality. Students will learn how to identify and analyse these with the help of selected tools and approaches and learn also critically to assess them.</p> <p>The focus is always on learning how to to manage and master effective interpersonal communication and interaction across cultures.</p>
International applicability	<p>This course ideally also prepares for studies abroad or an internship in an international context/abroad or facilitates transfer of know-how upon return from such a stay abroad.</p>
Bibliography	<p>A detailed syllabus and bibliography will be provided in class. Complementary online material on the e-learning platform/moodle course "Working across Cultures" via the Moodle platform.</p> <p>Recommend literature (selection/available in the library & with lecturer):</p> <p><u>Recommended Reading: (Selection)</u></p> <ul style="list-style-type: none"> • L. H. Chaney. Intercultural Communication. 2011. 5th edition. Prentice Hall. • H. Deresky, International Management. Managing Across Borders and Cultures. 2011. 7th edition. Pearson. • R. Gesteland. Cross-Cultural Business Behaviour. Marketing. Negotiating and Managing across Cultures. 2008. 4th edition. Handelshojskolens Forlag. Copenhagen. • R. Gibson. Intercultural Business Communication. 2008. OUP. • G. Hofstede. Cultures and Organizations. Software of the Mind. 2010. Mc Graw-Hill. • E. Meyer. The culture map decoding how people think, lead, and get things done across cultures 2015. Public Affairs.



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	<ul style="list-style-type: none">• P.v. Nispen. Encyclopedia of Culture. 2018. Colofon.• P. Schmidt, P. In Search of Intercultural Understanding. 2007.Vienna.• Alexander Thomas et al. Handook of intercultural communication and cooperation. 2010. 2nd edition. Vandenhoeck & Ruprecht.• F.Trompenaars, F. Riding the waves of culture. 2012. 3rd edition. Nicholas Brealey Publ.
Forms of instruction	<ul style="list-style-type: none">• Lecture• Practice
Language of instruction	English
Availability	Every summer term