



The (Eur)Asian Challenge	
Course number	3454
Lecturer	Prof. Dr. Link
ECTS	5
Number of semester hours	4
Workload	150 h
Type	Elective
Duration	1 Term
Prerequisites	This module is recommended for students with good/very good English language skills (preferably C1 level of European Framework for Languages).
Type of exam	Research / Working paper and presentation
Objectives	<p>The student is able to describe the historical, social, religious, economic and cultural background of selected Eurasian/Eastern Asian and/or Australasian countries.</p> <p>He is capable of interpreting key culture models and major intercultural techniques required for understanding the Eurasian/Eastern Asian and/or Australasian region.</p> <p>The student is enabled to interculturally assess various Eurasian/Eastern Asian and/or Australasian countries such as members of the former Soviet Union, China, Japan, India, Australia etc. He is able to anticipate and to quantify cross-cultural challenges a German/Western businessperson might be faced with when doing business with people from those countries.</p> <p>For his oral presentation and written assignment focusing on one Eurasian/Eastern Asian and/or Australasian country, the student is capable of working together in a team with other students.</p> <p>He is enabled to interactively examine illustrative intercultural articles, videos and case studies.</p> <p>He is able to argument in classroom discussions and during inputs of guest lecturers on relevant cross-cultural subjects.</p> <p>The student is able to interact with other students in English more confidently.</p> <p>He is capable of following English-taught courses students and prepared for academic studies and/or intercultural business dealings, particularly in/with Eurasian/Eastern Asian and/or Australasian countries.</p>
Content	<p>This course addresses students of all disciplines that are interested in enhancing their intercultural skills and have already travelled to a Eurasian, an Eastern Asian and/or an Australasian destination or plan to do so.</p> <p>Intercultural studies are a key element of the course.</p> <p>The main culture dimensions will be introduced and complemented by illustrative case studies (i.e. critical incidents), discussions, videos, presentations and project work.</p> <p>Content:</p> <ol style="list-style-type: none"> 1. Introduction to intercultural communication 2. Overview of key culture models and culture dimensions 1. Focus on selected Eurasian/Eastern Asian and/or Australasian countries and their culture
International applicability	This module is particularly suited also for international students and students who would like to prepare for academic studies and/or work(ed)



	in a Eurasian/an Eastern Asian and/or an Australasian country and/or follow English-taught courses.
Bibliography	<ul style="list-style-type: none">• Semesterapparat Link(in the library)• Handouts and Downloads will be made available during term.
Forms of instruction	<ul style="list-style-type: none">• Lecture• Practice
Language of instruction	English
Availability	Every winter term
Further applicability	Ideal for preparing to study at an international English-speaking university, particularly in Eurasia/Eastern Asia and/or Australasia or working in an in a Eurasian/an Eastern Asian and/or an Australasian country or preparing/complementing an English-taught major (e.g. International Sales Management)