

Module number 24 - 26 (BW) 33 (EB)	Module title Specialised Elective Module: Cultures - a Deep Dive into Cross-Cultural Communication and Cooperation		
Code CUL	Semester 3-7	Number of WSH 4	Module offered Winter semester
Module coordinator Prof. Dr. Claudia Woerz- Hackenberg	Tuition type Seminar-style tuition		Module duration 1 Semester
Lecturer Prof. Dr. Claudia Woerz- Hackenberg	Compulsory/Elective Elective		Module language English

Learning outcomes

The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module, the students will have achieved the following learning outcomes on the basis of scientific methods:

Subject skills

Students become familiar with the theoretical framework of intercultural communication and cooperation (3) as well as its applications in business and management (2). They internalize methods to understand specific cultural differences and to adapt to different cultural environments (2). In particular the students gain a deep understanding of German cultural standards (3) Moreover, they gain interpersonal skills based on cross-cultural understanding to organize group and organizational processes successfully (2).

Method skills

Students are introduced to various models of cross-cultural communication and cooperation as well as different approaches to intercultural training (3). They are enabled to apply the theoretical concepts to real-life situations in various settings (3). For the international students, a focus is set on typical intercultural situations in Germany (3).

Social skills

Students develop their intercultural and social skills as they are working in various international teams for groups works and assignments (2). They are able to change perspective and to communicate their own point of view in a goal-oriented, transparent and appreciative manner (3).

Personal skills

Students refine their own cognitive and behavioural abilities in situations of intercultural interaction (2). Students are confident and capable of putting forth their own ideas in intercultural communication situations (2) and in a German cultural setting (3).

Content

- Culture Defined
- Scope and Functions of Culture
- Self-Reference Criterion, Cultural Stereotypes, and Ethnocentrism
- Cultural Differences, Diversity, and Inclusion
- Theories in Cross-cultural Communication and Cooperation
- The Concept of Cultural Standards and Intercultural Trainings
- Selected National and Regional Cultures
- Impact of Cultures on Management, Marketing, and other Business Functions

Literature

Required reading

Slides and material used and recommended in class

Material posted on ELO

Recommended reading

Yuval N. Harari, Sapiens – A Graphic Novel

Teaching and learning methods

Seminar-style tuition including group work and field trips.

The course will be taught in the classroom primarily. Field trips and virtual elements via Zoom will be integrated and announced in due time.

Type of examination/Requirements for the award of credit points

Portfolio, consisting of three parts:
 Presentation (40%)
 Narrative / short term paper (40%)
 Active participation (20%)
Compulsory attendance to get a grade/ receive credits for the class: 80%

Other information

Max. number of participants: 20
 Registration required, lecture times according to schedule

ECTS-Credits 5	Workload 150 hours Contact/attendance time: 60 h Additional work: 90 h	Weighting of the grade in the overall grade 5
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