

Modulbeschreibung

Intercultural Communication

Module number:	81.7122
Language:	english
Study programme:	Bachelor KMI 2024 - 5. Semester Bachelor KMI 2021 - 1. Semester Bachelor KMI 2014 - 1. Semester
Type of course:	S = Seminar
Weekly hours:	2
Credit Points:	2.5
Exam:	The exact form of the examination will be announced when the course starts
Required knowledge:	English language skills not less than level B1+ according to the Common European Framework of Reference for Languages (CEFR)
Learning objectives:	The course aims to offer an in-depth introduction to intercultural communication and develop participants' awareness of cultural conditioning and of other viewpoints, lifestyles and ways of dealing with other cultures, as well as to improve their level of English
Content:	<p>The course will take both a theoretical and practical approach and amongst others will look at the following topics:</p> <ul style="list-style-type: none">• Definition of culture and intercultural communication• Four layers of diversity• Dimensions of culture• Developmental model of intercultural sensitivity• Culture shock• The theories of interculturalists such as Hofstede, Trompenaars and Hall
Literature:	Robert Gibson: Intercultural Business Communication, Oxford University Press, 2000 Additional readings will be given when the course starts
Responsibility:	Wenzel Stammnitz-Kim