

## Syllabus

### **SIC1105 (F) Compétences Cross-Culturelles (CCC)-Approfondissement sur l'exemple de la publicité**

Prof. Véronique Goehlich

Summer Semester 2024

<b>Level</b>	Bachelor	
<b>Credits</b>	2 ECTS	
<b>Student Contact Hours</b>	2 SWS	
<b>Workload</b>	60 minutes	
<b>Prerequisites</b>	Participants must have successfully passed the B2-Test in French. This course is not a language course.	
<b>Time</b>	Wednesdays 11:30-13:00	
<b>Room</b>	W4-2-02	
<b>Start Date</b>	First course on 20.03.2024	
<b>Lecturer</b>	<b>Name</b>	Prof. Véronique Goehlich
	<b>Office</b>	W2.3.26
	<b>Virtual Office</b>	<a href="https://app.alfaview.com/#/join/alfaview-wur/c6657764-cad7-42b6-a90f-d1bb445a8f06/1b78689c-6b07-425f-9c71-a1cdf367afde">https://app.alfaview.com/#/join/alfaview-wur/c6657764-cad7-42b6-a90f-d1bb445a8f06/1b78689c-6b07-425f-9c71-a1cdf367afde</a>
	<b>Office Hours</b>	Wednesdays 13:00 - 14:30
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**This course is designed to:**

- Introduce the principles of cross-cultural and intercultural communication
- Understand the different theories available on the subject
- Give the students the opportunity to work on comparative advertising
- Conduct interviews with incomings and foreign representatives
- Present in team on an interdisciplinary way

**Teaching concept**

Part of the course taught in a lecture format, but with active participation of the students, the aim being also to improve their ability to express themselves in French. Groups of two or three students will choose one country based on their cultural background and prepare a presentation including an introduction using different media, an own-made metaphor, a comparison of advertising using cultural dimensions and an interview with one person out of this cultural environment. During the final presentations, the students will conduct a debate on extended topics of their choices.

**Learning Goals**

Preparation of a group project with final presentation and conduction of a discussion.

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Methods	
		Presentation	Essay
After completion of the program the students will be able...	After completion of the course the students will be able...	40%	60%
		Collective	Individual
<b>1 Expert Knowledge</b>			
1.1 ...to demonstrate their distinguished and sound competencies in General Business Administration.	... to learn how to work with input and supports in different languages. ...to synthesize and extract material / to prepare corresponding presentation and essay in French ...to discuss topics and engage debates in French with classmates	X	X
1.5 ...to demonstrate profound expert knowledge in their field of specialization.	...to understand the impact of cross-cultural and intercultural communication ...to understand how to use the theoretical models like the Globe Model ...to reflect about possible interpretations depending on local culture ...to get competences how to present and to write an essay in French	X	X
<b>2 Digital Skills</b>			
2.3 ...to effectively use digital technologies to interact, to collaborate and to communicate.	...to effectively use internet search engines to find appropriate adds in different languages.		X
2.4 ...to handle the professional use of digital technologies in a responsible manner.	...to demonstrate a clear awareness of the survey tools to conduct a survey and get a representative feedback from the German perspective.	X	
<b>3 Critical Thinking and Analytical Competence</b>			
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...to collect appropriate material and formulate appropriate theses ...to select corresponding videos and digital adds for final presentations ...to prepare and conduct a debate on selected topic.	X	X
<b>4 Ethical Awareness</b>			
...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	...to demonstrate an awareness of the ethical issues involved in analysing the different videos including the potential risks faced related to misinterpretations	X	
<b>5 Communication and Collaboration Skills</b>			
5.1 ...to express complex issues effectively in writing.	...to analyse information provided in press releases, documentaries, adequate movies and graphs and charts	X	X
5.2 ...to demonstrate their oral communication skills in presentations.	...to prepare a presentation on one topic of their choice on French society / institution based on press material and video	X	X
5.3 ...to work successfully in a team by performing practical tasks.	... to present as a team and to include all classmates in the debate	X	
<b>6 Internationalization</b>			
6.1 ...to understand and explain business challenges in an international context.	... to understand in depth the meaning of cross-culture deep analysis of ads.	X	X
6.2 ...to articulate themselves in a professional manner in international business.	...to communicate with French students if required (depending on the selected subject)	X	X

## Literature and Course Materials

- **Deresky, H.:** International Management, Managing across Borders and Cultures, 2003
- **Gannon, M.J./Pillai, R.K.:** Understanding Global Cultures, 5<sup>th</sup> ed., 2013
- **House, R. /Hanges. P./Mansour, J./ Dorfman, P. / Gupta, V.:** Culture, Leadership and Organizations, The Globe Study of 62 societies, 2004
- **Mahadevan, J. / Primecz, H / Romani, L.:** Cases in critical Cross-cultural management: an intersectional approach to culture,2020, available in the library
- **House, R. J., Dorman, P. W., Maansour J. , Hanges, P. J., Sully de Luque, M. F. (2014) :** Strategic Leadership across cultures : The GLOBE study of CEO leadership behavior and effectiveness in 24 countries, Sage, ISBN: 9781483315812

### Course material

- Script
- Syllabus

## Assessment

### Score calculation

#### Composition of the grade:

- Final presentation: 80% (40% individual, 40% Group)
- Oral participation: 20%

Grade depends on quality of the analysis (quality, quantity) and pertinence / difficulty of the selected product

For the evaluation, the following rules apply:

A score of 4,0 or higher is required to successfully pass the course.

The grade for a group presentation will not necessarily be the same for all participants.

The rating « Très bien » (score of 1,0 or 1,3) indicates exceptionally good work. The rating « bien » (score of 1,7; 2,0; 2,3) indicates a very good above-average work. The rating « satisfaisante » (scores of 2,7 and 3,0) indicates a correct work with some aspects to improve. The rating « passable » (scores of 3,3; 3,7 and 4,0) indicates a work below average and with significant shortcomings.

## Code of Conduct for online Teaching

Read the Syllabus closely. It gives you all the practical information about the course.

During classes, behave in a fair and respectful way, arrive on time, participate, and commit to your presentations.

As there are no written examinations at the end of the semester, your presence is required at all classes. Absences are not allowed as the course is structured into condensed blocks.

In the event of an absence justified by a medical certificate, it will be discussed case-by-case with Prof. Goehlich whether or not remediation is possible. However, students must assume that any absence, even if medically justified, will result in a failure to pass.