

Syllabus Cross Cultural Competencies (SIC1104)

Hochschule Pforzheim / Pforzheim University
Winter semester 2020/21

Weekly	Intensive course: 4 hours per week for three weeks
hours: ECTS-	2
Credits:	12 hours per week and 48 hours per week self-study and
Workload:	preparation, presentation and a written assignment
Time:	8.00 am - 11.15 am
Begin:	October 2020
Level:	Entry
Prerequisites:	Language: English B2 - CEFR level
Teachers:	Mrs. Krengvittaya-Greilich or Mrs. Zeitler

Outline of the course

The topics and skills which are covered include:

1. communicating without restraint in an English-speaking environment
2. reflecting and appreciating the own culture
3. understanding the far-reaching characteristics of national culture
4. discussing culture theories and their manifestations in national and corporate cultures
5. acquiring skills to assess and understand different cultures, act cautiously and react appropriately
6. analysing and finding solutions to cultural case studies
7. giving formal effective presentations
8. work successfully in an international team

Literature:

Students may wish to refer to some of the following books/magazines:

Geert Hofstede, Gert Jan Hofstede, Michael Minkov "Cultures and Organizations - Software of the mind", 2010, 3rd edition.

Geert Hofstede "Cultures and Organizations – Software of the mind", 2005, 2nd edition.

Martin J. Gannon, "Understanding Global Culture", Sage Publications Inc, 2004, 3rd edition.

Adrian Pilbeam "Working across cultures – Market Leader", Pearson Longman 2010, 1st edition.

Isobel Williams, Stuart Amor "Working in Russia and Eastern Europe", Cornelsen 2010, 1st edition.

Evan Frendo, Shuna Hsu "Working in Asia", Cornelsen 2010, 1st edition.

Robert Huges "Living and Working in the Gulf States & Saudi Arabia": Robert 2004 Richard D. Lewis, "When Cultures Collide", Nicholes Brealey, London, 2000.

L. Beamer, I. Varner, "Intercultural Communication in the Global Workplace", McGraw, NY, 2008, 4th edition.

Bob Dignen "Communicating Across Cultures" Cambridge University Press - 2011

Learning Objectives:

The aim of this course is to sensitize students to the existence of a number of different cultures and their importance in human interaction in private and working life.

In addition, students will get an insight into cultural dimensions, some important culture theories and how these manifest themselves both in national and corporate cultures.

Through practice of all four language skills – listening, reading, speaking and writing in an English-speaking work environment, students will also learn to reflect and cope with some of the communication difficulties involved in conducting business with partners from different cultural backgrounds.

Course contributions to bachelor programs’ common learning goals:

LO	Learning Objective / Outcome	Contributions to learning objectives	Assessment
1.1 1.2 1.3 1.4	<p>Expert knowledge</p> <p>Students show that they have basic knowledge ...</p> <p>... in cultural differences.</p> <p>... in cultural dimensions.</p> <p>... in culture theories.</p> <p>... in critical incidents</p>	<p>Discussions in smaller groups in which each student contributes actively</p> <p>Understand: Hofstede Mole Lewis Guanxi</p>	<p>Class discussions, oral feedback</p>
2	<p>Use of information technology</p> <p>Students demonstrate proficiency in using computer programs to research on different cultures, theories and statistics.</p>	<p>Task division, gain special information in given time</p>	<p>Active exchange of researched information with other groups</p>
3.	<p>Critical thinking and analytical competence</p> <p>Students are able to apply analytical and critical thinking skills to critical incidents.</p>	<p>Analysis of various reading passages and video clips to provide better understanding of some cultures and culture phenomena.</p>	<p>Discussions within class, Oral feedback</p>
4.	<p>Ethical awareness</p> <p>Students develop skills to identify and respect different values in other cultures, different generations and apply them to critical incidents</p>	<p>Active discussion of dilemmas faced by companies when dealing with business partners of other cultures</p>	<p>Discussions within class</p>
5.1 5.2	<p>Communication skills</p> <p>Students are able to analyze critical cases effectively in writing</p> <p>Students demonstrate their oral communication skills in presentations.</p>	<p>Analyze cultural backgrounds Identify problem Recommend appropriate behavior Reference to any one culture theory Focus on awareness of cultural differences</p> <p>Presentations with written handout</p>	<p>Written case study assessed by teacher</p> <p>Group presentation assessed by teacher</p>
6.	<p>Capacity for teamwork</p> <p>Students show that they are able to work successfully in a team by performing role-plays practical tasks and group presentation</p>	<p>Small group discussions of cultural dimensions, examples, group presentations</p>	<p>Role plays, practical task assessed within class. Presentation assessed by teacher</p>

Teaching and Learning Approach:

The main focus of this course is on sensitizing students to a number of different cultures and values to be able to cope in challenging situations. English communication skills (all four skills – listening, reading, speaking and writing) will be practiced. The class is run as a workshop with an interactive approach.

Students are expected to make an active contribution to class, role plays, group discussions, class feedback. Students will also be required to give group presentations on any one of the two given assignments which will be graded for structure, cultural content and analysis, delivery, visual aids, cultural theory references and/ or culture phenomena. Students are also required to provide a one sheet hand-out summarizing the main points of the topic.

Grading:

Grading will be based upon a group presentation, the work in the class, the handout and/or a written assignment (depending on instructor of the course).

Winter semester 2020/21 - Preliminary tentative schedule (subject to change):

Session	Content
1	Introductions Presentation phrases, assignments. Define culture, Culture iceberg, Cultural onion, Cultural divide, examples and practice
2	Cultural theories, including some of the following: Mole Lewis Guanxi Hofstede E.T. Hall Gesteland examples, exercises (possibly group presentations, exercises)
3	Group presentations, exercises