

Syllabus
SIC1106 (S) Cross Cultural Communication
Prof. Dr. Kerstin Bremser
Winter Term 2021/22

Level	Bachelor	
Credits	2 ECTS	
Student Contact Hours	1,5 SWS	
Workload	The workload for this course is 60 hours	
Prerequisites	Students should have completed all the foundation courses in management taught in Spanish. A high proficiency in Spanish is required. This is not a language course.	
Time	Thursday, 9.45 – 11.15	
Room	W4.2.02 alternatively Alfaview: https://app.alfaview.com/#/join/alfaview-wur/8a29ddb6-66d5-4576-9a85-3350212dc485/576998e2-d7e9-4229-99aa-88b6af0592ca	
Start Date	7.10.2021	
Lecturer	Name	Prof. Dr. Kerstin Bremser
	Office	W.2.3.26
	Virtual Office	https://app.alfaview.com/#/join/alfaview-wur/8a29ddb6-66d5-4576-9a85-3350212dc485/576998e2-d7e9-4229-99aa-88b6af0592ca
	Office Hours	Wednesday, 11.30 – 13.00
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Summary

This course relates cross-cultural theories with management science. The aim of the course is to offer students the opportunity to understand, explore and appreciate the nature of human diversity and globalization to effectively interact with peoples of other cultures.

The cultural exchange is based both on classical lectures as well as interpretation of movies / videos, role plays and simulation exercises.

Outline of the Course

During a semester 15 sessions are available to consider the following main topics:

Session	Topic
1	Introduction; Methodological approach, Definición de la cultura
2	Card Game: BARNGA (if possible)
3	Intercultural competencies
4	The American lawyer in Paris / The case of Ngebi
5	Introduction to the theories of cross-cultural management (Kluckhohn-Strodtbeck, Hall)
6	Introduction to the theories of cross-cultural management (Hofstede)
7	Introduction to the theories of cross-cultural management (Globe)
8	Practical application: Analysis of publicity Videos on moodle
9	Simulation with French Group
10	Role Play: La Cena de Navidad / Trabajar 24/7
11	Learning Agreement
12	Final presentations
13	Final presentations
14	Final presentations

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

Program Intended Learning Outcomes		Course Intended Learning Outcomes	
After completion of the program the students will be able to communicate in Spanish, and are able to use the relevant cultural skills necessary to work successfully in an international environment	After completion of the course the students will be able to: <ul style="list-style-type: none"> - to apply different theories of cross-cultural management - to be aware of culturally sensitive situations - to apply tools and solve culturally sensitive situations. 	Presentation	Written Exam
		90%	10%
		Collective	Individual
1 Expert Knowledge			
1.1 ...to demonstrate their distinguished and sound competencies in General Business Administration.	... to reflect upon the basic theories of cross-cultural management and apply them to different cultures.	X	X
1.5 ...to demonstrate profound expert knowledge in their field of specialization.	... to summarize theories of cross-cultural management.		X
2 Digital Skills			
2.4 ...to handle the professional use of digital technologies in a responsible manner.	... to use different presentation tools for their presentation.	X	
3 Critical Thinking and Analytical Competence			
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	... to apply cultural theories to tourism marketing.	X	
4 Ethical Awareness			
...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 distinguish between different aspects of culture as i. e. race, gender, language and address them adequately in a business context.	X	
5 Communication and Collaboration Skills			
5.1 ...to express complex issues effectively in writing.	... to express on ppt slides cross-cultural issues in Spanish.	X	
5.2 ...to demonstrate their oral communication skills in presentations.	... to present ideas in class.	X	
5.3 ...to work successfully in a team by performing practical tasks.	... to jointly develop a presentation	X	
6 Internationalization			
6.1 ...to understand and explain business challenges in an international context.	... to analyze business situations from a cultural perspective.		x
6.2 ...to articulate themselves in a professional manner in international business.	... to express themselves in class and during presentations in a foreign language.	X	
6.3 ...to successfully demonstrate awareness of cross-cultural differences.	... to reflect upon culturally sensitive / insensitive behavior.	X	

Teaching and Learning Approach

The course consists of 1 session of 1 ½ hours per week and awards 2 credits for successful completion of the course. It is therefore expected that students use at least 30 hours to prepare themselves for the session, to subsequently review the session and write up their assignments.

The didactical approach for the course is a mix of formal lecture, role plays and simulations.

Literature and Course Materials

The necessary materials are:

A copy of the slides found on the e-learning platform

In addition to these documents, the following are useful reference books:

- Hofstede, G., Hofstede, G.J., Minkov, M.: Cultures and organizations: software of the mind; intercultural cooperation and its importance for survival, newest edition
- Hofstede, G. J. / Pedersen, P. / Hofstede, G. (2002): Exploring culture – exercises, stories and synthetic cultures. Intercultural Press, Boston, MA, available in the library
- Adler, Nancy “International Dimensions of Organizational Behavior”, fifth edition, 2008
- Deresky, Helen: International Management: Managing across borders and cultures, 4th edition, New Jersey 2003
- M.Gannon, „Understanding global cultures “, 3rd Edition
- G. Hofstede, Exploring Culture, 2002
- Mahadevan, Primecz, Romani (2019): Cases in Critical Cross-Cultural Management: an intersectional approach to culture, available in the library

Assessment

Method of Assessment:

The final grade is a weighted combination of different assessments.

- **90 %** Presentation of team assignment.
- **10 %** Test on theories of cross-cultural management on moodle

Information on the assignment:

Final presentation: 30 minutes

The grading is as follows:

- 1.0 Very good, a performance significantly above the average
- 2.0 Good, an above average performance
- 3.0 Satisfactory, an average performance
- 4.0 Adequate, a below average performance with noticeable shortcomings
- 5.0 Fail, an unacceptable performance (usually 10-15%)