

Department	SciTec
Degree programme	SI, WT
Module name	<b>Intercultural Communication</b>
Module number	<b>BW.2.911</b>
Study and Examination Regulations	ER-version 38 (of 21.03.2018), ER-version 39 (of 23.07.2019), ER-version 41 (of 16.07.2021)
Compulsory/ compulsory optional/ optional module	compulsory optional module
Module coordinator	Prof. Dr. Heiko Haase
Module content	The course "Intercultural Communication" is arranged decided interdisciplinary. The course covers besides cultural and communication-theoretical plus socio-scientific questions of intercultural action as well as aspects of international management and marketing. <u>structure:</u> 1. definition and models of communication 2. definition and models of culture 3. stereotype 4. culture-specific form of thought 5. verbal communication 6. non-verbal communication 7. culture-comparative studies 8. process of cultural assimilation
Learning objectives	The students understand essential culture-specific aspects of thinking, action and communication. The students are able to apply this knowledge in an intercultural context. They can analyse and evaluate culture-specific attitudes with a view to business communication and etiquette. As a result participants have the necessary intercultural skills to successfully build up business relationships in different economic regions of the world.
Course type (lecture, seminar, exercises, practical course)	0 L – 2 S – 0 E – 0 P
Recommended literature	<ul style="list-style-type: none"> <li>▪ Schugk, Michael: Interkulturelle Kommunikation - Kulturbedingte Unterschiede in Verkauf und Werbung, Verlag Vahlen 2004.</li> <li>▪ Bolten, Jürgen: Einführung in die Interkulturelle Wirtschaftskommunikation, UTB Verlag 2007.</li> <li>▪ Heringer, Hans Jürgen: Interkulturelle Kommunikation: Grundlagen und Konzepte, UTB Verlag, 3. Auflage, 2010.</li> <li>▪ Acuff, F.L.: How to negotiate anything with anyone anywhere around the world, AMACOM, 3rd ed., 2008.</li> <li>▪ Morrison, T.; Conaway, W.A.: Kiss, bow, or shake hands: The bestselling guide to doing business in more than 60 countries, Adams Media, 2nd ed., 2006.</li> </ul>
Learning materials	A script with exercises and control questions as e-learning-material is the basis for this course. Additional literature is recommended to the students.
Method(s) of instruction/ media being used	self-study with the help of the script and presence seminars
Level/ category	Master (category: 2)
Which semester (winter/ summer term)	winter term/ summer term
Which semester during the programme	1/ 2
Requirements for attendance, necessary knowledge	none
Assessment (written/ oral test, paper, etc.)	alternative examination
ECTS credits	3
Work load in:	90 h of total work load, therefrom <ul style="list-style-type: none"> <li>▪ 30 h of presence at university</li> <li>▪ 60 h of self-study</li> </ul>
Usability of this module	-
Frequency of offer	Every study year
Duration of module	1 semester
Place/ room	Ernst-Abbe-Hochschule Jena - University of Applied Sciences Jena

<b>Time</b>	According to schedule
<b>Language(s)</b>	English