

Module	Cultural Aspects in Germany and Europe
ECTS-Credits	3
Contact Hours	30h
Course Assessment	Presentation
Requirements	English proficiency of at least B1.
Methodology	In-class group work, simulations and role plays, presentations.
Content / Objectives	<p>1. <b>Raising awareness</b> for Developing Intercultural Competence. Communicating across cultures requires the development of a good understanding of the role of culture in business. Developing Intercultural Competence through:</p> <ul style="list-style-type: none"> <li>- exploring and understanding your own culture</li> <li>- learning about cultural concepts and understanding of other cultures</li> <li>- identifying cultural values and their impact on work practices</li> <li>- exploring the business culture of Germany and other European countries</li> </ul> <p>2. <b>Intercultural Business Communication</b> Developing intercultural communication skills by exploring and analyzing some characteristics of Business Culture in Germany and other European countries</p> <ul style="list-style-type: none"> <li>– Social and business etiquette</li> <li>– Business communication</li> <li>– Management styles &amp; decision making</li> <li>– Marketing principles</li> <li>– Meetings and Negotiations</li> <li>– Presentations</li> <li>– Applying for a job/ Setting up a business in Germany</li> </ul> <p>3. <b>Assessment and Evaluation</b> Students carry out a research in one of the communication areas and present their findings.</p>
Literature	Supplied by lecturer.