

Beschreibung der LV-Inhalte für das WiSe 2024/25

Lehrveranstaltung / Studienverpflichtung

Cross-Cultural Communication

Konkreter LV-Titel (falls vorhanden)

Cross-Cultural Communication

Kurzbeschreibung (inkl. ev. Angaben zur Methodik, Durchführungsform etc.)

max. 1.500 Zeichen¹

In this course we will discuss the basic notions of cross-cultural communications, such as culture, communication, power and context on the background of three basic approaches: approach of social studies, interpretative and critical approach. Crucial parts of this course are the workshop and field trips that are announced separately.

Method: The course contains sessions of theoretical input, discussion, team work and excursions.

Lernergebnisse

max. 1.000 Zeichen¹

Understand the influence of culture in communication

Discover and experience the potentials of good cross-cultural communication

Learn how to communicate in cross-cultural teams

Find out about your own culture and reflect on your own team abilities and cross-cultural communication

Become a more effective communicator across cultures

Learn essential communication skills for operating in today's global world

Literatur

max. 5 Titel

¹ inkl. Leerzeichen – Zeichenbeschränkungen sind zwingend einzuhalten!

Meyer, E., "The culture Map. Breaking Through the Invisible Boundaries of Global Business."
PublicAffairs, 2014.

Martin, J., Nakayama, Thomas, „Intercultural Communication in contexts“ McGraw Hill, 2010.

Hinweise zu Prüfungs-/Beurteilungsmodalitäten

max. 300 Zeichen¹

Participation (40%), Final Paper (40%), Presentation (20%)