



Course Unit: Managing Cultural Diversity (Winter Semester)

Semester	Winter
Hours per Week	Intensive Weekend Workshop
Contact Hours (total)	20 h
Individual Study	10 h

Language of Tuition/ Assessment	English
Group Size (max)	30
ECTS Credits	2
Lecturer	Borgmann plus international guest lecturers

Objectives:

In this seminar students learn about cultural diversity and how it affects encounters in personal or professional situations. They learn how to apply theoretical communication models to international professional encounters. Students will be encouraged to find co-operative, friendly responses to intercultural challenges. At the end of the seminar students will be able to recognise, analyse, and describe these intercultural challenges and adapt their own behaviour accordingly. They will be able to describe their own cultural backgrounds and point out differences to other cultures. Students will develop techniques to exploit cultural diversity as a benefit for a company or institution.

Content:

Students are trained to perceive cultural differences and develop competence in multi-cultural communication. The intercultural knowledge gained is more "culture-general" than "culture-specific". Theoretical insights into different working styles, perceptions of time, religions, education styles and virtual communities are applied in simulations. Students acquire the skills to master difficult intercultural communication that may arise in international business situations.

Methods:

The focus will be on interactive teaching methods which will give students the chance to learn about the theory of intercultural communication and put their newly-acquired knowledge into practice in simulations. Theory and practice will be interlaced - students have to take an active part in role plays and discussions.