

## Syllabus: “Intercultural Business Communication”

International School

Summer Term -2024, *Sr. Lecturer. Rita Bagchi, M.A. PGDAPR.*

### (a) Inhalt und Ansatz | Content and Approach

- This course provides students with a basic understanding of the invisible cultural differences in values and norms, communication patterns, way of thinking, negotiation strategies and management styles.
  - **A short Introduction to Intercultural Communication and Global Business Markets.** (*Understanding Emerging Markets & Trade relationships*)
  - **International Business Manners and Etiquettes** (*Global and Social Customs Differences, Greetings, Dining and Social & Religious Customs, Gestures and Unique Cultures*)
  - **Understanding Culture and its Characteristics** (*Self Identity vs Others, Understanding Maslow's theory of Needs, Dimensions of Behavioural Sciences, Lewis model and Cultural Characteristics and Beliefs.*)
  - **Contrasting Cultural Values** (*Hofstede's Cultural Dimensions, Perception & Culture*)
  - **Adjustments** (*Culture Shock*)
  - **Communication across Culture** (*Oral, Nonverbal and Written Patterns across the world, Differences and Similarities*)

### (b) Qualifikationsziele | Learning Objectives

- The aim of the course is to teach students the principles of intercultural communications in business and understanding its essence in today's world. The course focuses on the following learning objectives:
  - Understand the role of communication in culture, recognize cultural variables and cultural characteristics, and familiarize with the communication norms, rituals, and taboos of other cultures. Discovering the identity of Self and focusing on Others. Accepting Unique Cultures and their ways. Social and Work Ethics.
  - Learn about barriers to intercultural communication, adjustment to other cultures, and culture shock. Founding out Social and Religious Customs and respecting them. Focusing on Business Etiquettes, Dining and Dress codes. Understand various Body Languages and Gestures.
  - Practice performing communicational activities, as they would be done in other cultures and learn how differences in intercultural communication manifest themselves in different professional settings. Tasting food and music of other cultures.
  - Increase sensitivity to the own cultural background, increase knowledge of ethical issues in communicating internationally in business.

### (c) Kursstruktur | Course Structure

The course comprise of **three consecutive units**. In the **first unit**, students will have the opportunity to participate in lectures to understand the role of Culture in our daily activities and case studies.

In the **second unit**, the focus will be on the transfer of intercultural competencies into practice. This course is designed as an intercultural training workshop. Major topics of this training course will be cultural awareness, cultural values and attitudes, different communication styles and teamwork across cultures.

In the **third unit**, participants will get the opportunity to design their own intercultural awareness training. Based on the task assigned, they will need to work in small multicultural teams to submit a report about their findings.

Please note students will be divided into groups with each member coming from different parts of the world. Apart from for the **written exam**, every assignment and activity in class will be done as a group. This will help the students to understand working patterns, behavioural science , time management and cognitive dimensions of others.

- There will be 2 classes per week. **(4 Lecture hours per week.)** i) Practical Training ii) Theory. Every student **will have attend both** the classes to attain the **FULL credit points**.  
**Every student needs to register under both classes.**  
**Part-1 ( Practical Training)**  
**Part-2 (Theory)**  
**Deadlines for submissions have to be strictly observed.**
- Completion of assignments and regular attendance (at least **80%**) is required for **exam admission**.
- For the successful completion of the course, the student will be awarded 6 ECTS. Therefore, students should be prepared to spend considerable time working with the study content.
- Participants are required to register for the course via StudIP, where all teaching resources will be made available. If there are problems with the registration via StudIP please contact (**Rita Bagchi. M.A. PGDAPR**) via [r.bagchi@hs-sm.de](mailto:r.bagchi@hs-sm.de).

- **Course Timings:**

- |               |              |               |                               |
|---------------|--------------|---------------|-------------------------------|
| 1. Tuesday:   | 14:00 -15:30 | Room : D- 117 | ( <b>Practical Training</b> ) |
|               |              | +             |                               |
| 2. Wednesday: | 14:15-15:45  | Room- D-113   | ( <b>Theory</b> )             |

Classes will start on **Tuesday, 9<sup>th</sup> April 2024**

### (d) Kontakt | Contact

- **Email:** [r.bagchi@hs-sm.de](mailto:r.bagchi@hs-sm.de) | **Room:** D 0112

## (e) Studien- und Prüfungsleistungen | Course Assessment

The Examination has three parts.

- |   |                 |
|---|-----------------|
| • Examination: <b>Part-1</b> Class Assignment/ Case studies | <b>5 Marks</b>  |
| • <b>Part-2</b> Cultural Analysis in Presentation Form      | <b>25 Marks</b> |
| • <b>Part-3</b> (Written Examination)                       | <b>70 Marks</b> |
| •   | -----           |
| <b>Total Marks:</b>   | <b>100</b>      |
- **6 ECTS will be awarded on completion.**

Written Examination Date : First week of July.