

# KOMPETENZENMAPPE

Wintersemester 2008/09



## **EUROPEAN STUDIES**

Modul 2: Intercultural Communication

### **Intercultural Communication**

- *online course with only 4 presence classes!*

**START: September 2008**

LektorIn: Elke Kitzelmann

Kursgebühr: € 30

Max. TeilnehmerInnenzahl: 20

Anmeldung für diesen Kurs der Kompetenzentwürfen **ab sofort bis 30. Juni 2008, 10.00h** - per [Anmeldeformular an Weiterbildung@uibk.ac.at](mailto:Anmeldeformular@uibk.ac.at)

VORBESPRECHUNG (verpflichtend): Montag, 30. Juni 2008, 12.00h, Sowi, SE-Raum 19

**Tag und die Zeit der Präsenztermine wird Frau Kitzelmann mit den TeilnehmerInnen gemeinsam festlegen – die Termine werden aber in der 39., 42. Und 50. Woche stattfinden.**



<b>Titel Kurs</b>	Intercultural Communication
<b>Typ/ Stunden</b>	4 h
<b>ECTS-AP</b>	7,5 ECTS
<b>Rhythmus</b>	wöchentlich
<b>Zeiten:</b>	online
<b>LV-Ort:</b>	online
<b>Ziel LV</b>	<p>Intercultural Communication is the management of messages for the purpose of creating meaning across cultures. Culture can be defined as "A socially constructed and historically transmitted pattern of symbols, meanings, apprentices, and rules."</p> <p>Or, as Hofstede expressed it, it is "The collective programming of the mind which distinguishes the members of one category of people from another".</p> <p>When Europeans communicate the follow patterns of communication programmed into them in various stages of their childhood and adult life. Ever seen a Chinese film? Then you will understand that expressions differ with the cultural background.</p>
<b>Voraussetzung</b>	Very good command of English language!!
<b>Inhalt</b>	<p>This forum starts with an introductory course in culture, cultural awareness and cultural theory. Without proper knowledge of how cultures are different and unique and without the respect for otherness you will never be able to communicate efficiently in business; your own culture will work as a filter through which the recipients have to understand your message.</p> <p>Admittedly, some cultures are so close that the cultural distance is small - but exactly in these cases the dangers are even more important if you take similarity for granted.</p> <p>After the introductory course you may access the European database covering 22 countries and regions for knowledge and inspiration. Do not expect to learn all this be heart - it will take you years. Instead select a few, e.g. 4 or 5 different countries, and practise on those. Each section has a profile with easily identifiable structure and content.</p>
<b>Methode</b>	<p>Finally, as a third part you will find assignments, tests and suggestions for projects which will enable you to use your intercultural skills in a proper context. This will ensure that the competences you develop are ready for use when you need them most.</p> <p>This course is an online course organised on e-campus with only few classes!</p>
<b>Prüfungsmodus</b>	Weekly written assignments, tests and suggestions for projects



<b>Literatur</b>	<p>When Cultures Collide (Richard D. Lewis) (Nicholas Brealey Publishing), Revised Edition 2001</p> <p>Dynamics of Intercultural Communication (Carley H. Dodd) McGraww-Hill, 5th Edition</p> <p>Internet resources: Hofstede, Gesteland, Gullestrup, Trompenaars, Geertz et al.</p>
<b>Anmerkungen</b>	Online course with only 4 presence classes !!
<b>Mindestteilnehmerzahl</b>	8 TN
<b>Max. Teilnehmerzahl</b>	20 TN