

Course Outline

COURSE TITLE	Ethnic and Multicultural Relations
NAME OF LECTURER	Eileen Kuepper

COURSE DESCRIPTION

The students will be able to identify potential intercultural misunderstandings and develop their communication strategies in intercultural critical incidents. The students will develop their intercultural competencies and the understanding of the norms and values which influence their interactions within a working environment. Students will learn current theories on culture and communication and how to utilize these within a global working environment. The theoretical component of the course will be further developed using case studies to analyze cultural incidents and develop coping strategies.

RECOMMENDED READINGS

I will mainly be using academic papers which are available to the students online and photocopies of the relevant extracts from the books

TEACHING METHODS

This course is experiential and involves a variety of interactive teaching methods e.g. discussion groups, role play, peer feedback, analyzing real-life case studies, jigsaw information, Socratic questioning, hands-on demonstrations and exercises combined with a media mix of impulse lecturers, audio, video, visuals and student to student interaction

ASSESSMENT METHODS

A written case study which transfers the acquired academic and theoretical knowledge to an international business environment.

CLASS TOPICS *(each class is 3 hrs)*

Definitions of culture
 Intercultural competencies and their importance in a global world
 Cultural standards
 Awareness of your own cultural norms and expectations and how they may be perceived
 Cultural theories - A cultural toolbox (Kluckhohn and Strodtbeck, Hall, Hofstede, Trompenaars etc.)
 Communication and culture
 Identifying and developing strategies for possible intercultural misunderstandings
 International case studies - transferring theoretical knowledge to the working environment

SPECIAL COMMENTS