



University of Applied Sciences

APOLLON Hochschule
der Gesundheitswirtschaft

Intercultural Communication & Management

Compact Course: April 2016



Professor Ulrich Luenemann

(e-mail: calulli@csus.edu)

Course Description

This compact course provides an introduction to communication competence between people from different cultures and sub-cultures. The course focuses on the practical application of theory and research to intercultural communication and interactions. Class activities include lectures, group discussions and exercises, a knowledge test, as well as a final research project with formal presentations.

Course Objectives

After completion of this course, students should be able to:

- apply intercultural communication theory in judging the behavior of people from other cultures and sub-cultures;
- become aware of and recognize the general and specific ways in which other cultures are both similar to and different from one's own culture;
- explain how cultural variables influence the communication between people of diverse backgrounds;
- analyze the barriers and obstacles to effective intercultural communication; and
- develop the necessary skills to become a competent intercultural communicator.

Specific Course Assignments and Policies

1. This course requires active student participation. Students are expected to perform exercises, tests and presentations as scheduled. A “pre-course” assignment based on the online reading material has to be completed and send to your Professor one week before the start of the course.
2. As a final task, students will do a **major group project** exploring the **main values, beliefs and norms** of a **culture other than their own** and the **impact of other researched cultural variables** on competent intercultural communication behavior.
3. For this last assignment, students should apply the theoretical frameworks provided in the online study guides and discussed throughout the course, and share their findings orally in front of the whole class. A handout with specific instructions for this final task will be given in class.

Intercultural Communication & Management

(Tentative Class Schedule: subject to change)

- Apr 03
(3 hrs) Welcome to Sacramento and CSUS/CCE; Administrative Briefing; Intercultural Behavioral Tips: “Surviving” in Sacramento. **Assignment: Who am I?**
- Apr 04
(4 hrs) Introduction to Compact Course at CSUS; Course Overview / Requirements; Definitions of Communication, Culture & Related Terms; **Cultural Self-Awareness Exercise**; Differences in Cultural Values, Beliefs and Norms; Different Worldviews: Impact of History, Family and Religion (**Assignment: Morals & Religions**).
- Apr 05**
(5 hrs) **Self-Introductions (Who am I?);** Barriers to Intercultural Competence: Ethnocentrism, Stereotyping and Culture Shock; Diverse Cultural Patterns: Hall’s Contexts and Hofstede’s Dimensions.
- Apr 07**
(2 hrs) **Group Presentations: Morals and Religions;** GLOBE Research Project.
- Apr 12
(5 hrs) Verbal and Non-verbal Intercultural Differences; Asian Philosophies and the “Face” Concept; Intercultural Health Communication; Intercultural Theory Application to Education (**In class Group-Exercise**).
- Apr 13**
(3 hrs) **Group Presentations on Education.** Culture & Business: Intercultural Negotiations; (**Assignment of Main Group Project**).
- Oct 14
(3 hrs) Practical Application of Hall, Hofstede and GLOBE in Business: Global Marketing and Advertising Global Marketing and Advertising; In-class Work on Main Group Projects.
- Apr 15
(3 hrs) (afternoon): **Self-directed group work** (Work on Main Group Projects/Presentations).
- Apr 18
(3 hrs) **Combined Intercultural Classes with American Students (ComS 116 & 188):** “Going International”; German-American Differences in Business Behavior.
- Apr 19**
(5 hrs) **Presentations of Final Group Projects in Plenum.**
- Apr 22
(4 hrs) Final Intercultural Discussion and Course Review; Course Evaluation.
Certificate Ceremony and Farewell!

Grading:

Pre-course task	15
Self-Introductions	10
Morals & Religions:	25 (20/5)
Culture & Education:	10
<u>Final Group Project:</u>	<u>40 (30/10)</u>
Total:	100 Points