



HWR Berlin Summer School 2021

Intercultural Communication in Global Business (Online)

Overview

This course aims at encouraging a deeper understanding of different communication styles, establishing and expanding the student's awareness of their own cultural perspectives and learning to compare similarities and differences between cultures in a business context. The course also introduces to the subject of Intercultural Management. Participants will gain a basic understanding of how to develop strategies for coping with complex business challenges across cultures successfully and for managing difference for the benefit of companies and international colleagues.

Date

12 July – 23 July 2021

Course Content

- Intercultural Communication
- Introduction to Intercultural Management

Course structure

- virtual class room lessons with the lecturer and fellow students (50%)
- group exercises (40%)
- assignments and self-study (10%)

Course Language

English. Proof of English proficiency (TOEFL iBT 90 or equivalent) is required.

Prerequisites

Upper undergraduate students of all fields (after two years of study) or graduates with good standing.

Course Fees

€ 580

This includes tuition and programme fees.

Credits

- Equivalent to a course with 40 contact hours
- 4 ECTS credits

Registration Deadline

- 15 May 2021

Contact, Enquiries and Registration

HWR Berlin Summer and Winter School

Email: summer@hwr-berlin.de

www.hwr-berlin.de/summerschools

Syllabus

This intensive online programme provides participants with a skill set for managing intercultural business challenges. Through theoretical input sessions, interactive virtual meetings and group project work, students acquire a deeper understanding of different communication styles, establishing and expanding awareness of their own cultural perspectives and learning to compare similarities and differences between cultures in a business context. This course also introduces the subject of Intercultural Management. While working in international teams themselves, students will develop strategies for successfully coping with business challenges across cultures.

Course delivery

The structure of this online course combines daily live lectures (Mon – Fri, 2 hours daily) with interactive group work and self-study assignments.

Lecturer

Dr. Katharina Maak



Day	Topic	Synchronous	Asynchronous
1	Kick-off Meeting • Discovering culture	Input talk Online collaboration	Group work
2	Culture and Communication • Basic concepts of (intercultural) communication	Interactive input session	Ted talk & critical discussion question (in groups or forum)
3	Communication as social interaction • Barriers and obstacles to intercultural communication • Changing perspectives: Stereotypes, prejudices and biases	Interactive input session Online collaboration	Reading Critical discussion question (in group or forum)
4	• Comparing cultures and systematically describing cultural differences in business context	Group work on critical incidents	Reading Self-assessment test
5	Web talk	Input talk & dialogue	tba
6	Intercultural communication in intercultural management • Culture and organizations • Management and cultural diversity	Combination of input talk & interactive input session	tba
7	• Communication in the workplace • Difficult conversations • Culture and human resources management	Combination of input talk & interactive input session	tba
8	Multicultural and virtual teams	Combination of input talk & interactive input session	Reading (preparation of case study)
9	Case Study	Interactive input session Group work	Documentation of case study (group work)
10	Closing session	Summary Review	

*Course content may be subject to change

For a more detailed syllabus, please email summer@hwr-berlin.de