

Module	Cultural Aspects in Germany and Europe
ECTS-Credits	3
Contact Hours	30h
Course Assessment	Presentation
Requirements	English proficiency of at least B1.
Methodology	In-class group work, simulations and role plays, presentations.
Content / Objectives	1. Raising awareness for Developing Intercultural Competence. Communicating across cultures requires the development of a good understanding of the role of culture in business. Developing Intercultural Competence through: - exploring and understanding your own culture - learning about cultural concepts and understanding of other cultures - identifying cultural values and their impact on work practices - exploring the business culture of Germany and other European countries 2. Intercultural Business Communication Developing intercultural communication skills by exploring and analyzing some characteristics of Business Culture in Germany and other European countries – Social and business etiquette – Business communication – Management styles & decision making – Marketing principles – Meetings and Negotiations – Presentations – Applying for a job/ Setting up a business in Germany 3. Assessment and Evaluation Students carry out a research in one of the communication areas and present their findings.
Literature	supplied.