

Faculty	School of International Business / Faculty of Business and Economics
Course Title	Hybrid Cross Cultural Preparatory Module for Incomings
Number of ECTS credits	3
Hours per week (SWS)	3
Semester	All incoming Bachelor and Master students
Course objective	<p>We live in a more multicultural world than ever before. You face diversity in your everyday life whether it is located in your home country or abroad. Developing individual intercultural skill is therefore essential to enable successful and appropriate communication with people coming from different cultural environments, having different perceptions of life, value systems, rituals and communication patterns. Understanding the significance of culture in every human being's life – including yourself - will open the door to being skillful in various intercultural environments.</p> <p>The aim of the course is to prepare international students for their exchange semester in Germany, Bremen. The module will introduce the students to the various dimensions of communication between cultures. it will show different ways to comprehend cultures according to their deep structures and diverse communication patterns. Issues that create misunderstandings in intercultural interaction will be considered. Through these theoretical and practical observations, another objective of the course will be achieved: development of intercultural skills and competence in diverse multicultural contexts.</p>

Course objective	After completing the course students will: <ul style="list-style-type: none"> • Be sensitive to cultural determination of behavior and values • be able to identify their own cultural norms and prejudices • have a greater ability to understand and interpret cultural differences and to be aware of the different culture specificities they will encounter during their mobility abroad • be able to recognize different communication styles in a culturally sensitive manner • know more about communication styles and do's and don'ts in Germany
Prerequisites	Registration as incoming students at Hochschule Bremen
Recommended reading	None
Teaching methods	Gamified in your home country with readings, online-gamified activities, self-assessments and videos. One day intercultural workshop upon arrival in Bremen with discussions and games
Assessment methods	Completion of online self-assessment activities Reflection report (Reflection on intercultural encounters, stereotype confrontation, and acculturation/learning effects of immersion in the new culture)
Language of instruction	English
Name of lecturer	Prof. Dr. Mayank Golpelwar Carola Helwig

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Course content	<p>Chapter 1: Culture</p> <ul style="list-style-type: none"> • What is Culture? • Cultural Determination of our perception • Culture is like an Iceberg – you see only part of it • Culture Shock • Insights into Culture <p>Chapter 2: Intercultural Dimensions</p> <ul style="list-style-type: none"> • What are Cultural Dimensions • Examples of Cultural Dimensions • Reconciling cultural differences • Insights into Cultural Dimensions <p>Chapter 3: Intercultural Competence</p> <ul style="list-style-type: none"> • Definition of Intercultural Competence • Three levels of Intercultural Competence • Avoiding Misunderstandings • Intercultural Confidence scale • Insights into Cultural Competence <p>Chapter 4: Intercultural Communication</p> <ul style="list-style-type: none"> • Definition of Communication • Communication Misunderstandings • Insights into Intercultural Communication in Germany