

Course Manual
Intercultural Awareness
BS.IOE.IA.1819



Business School

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Educational information

Name: Intercultural Awareness

Short name: BS.IOE.IA.1818

Domain: BMR

Objectives

Students have gained insight in the concept of culture and the paradoxes that evolve from living in a globalized society
Students have understanding of how scientific research leads to classifying differences between cultures
Students understand how culture influences doing business
Students have become aware of intercultural differences within their own group of students
Students have developed skills for conducting successful international negotiations
Students know how to integrate the different aspects of communication in different cultural contexts.

Educational content

Theoretical topics

- What is culture?
- Culture and perception; Describe, Interpret and Evaluate
- Measuring cultures: an introduction to theoretical approaches of culture (Hofstede, Hall and Trompenaars)
- Theoretical concept of High- versus Low context and the consequences for doing business and or interacting in an international environment
- Business and other etiquette around the globe
- Non-verbal communication in cultures
- The Concept of time in different cultures and the implications of it.
- Methods for conducting research to understand a culture.

Studying the Dutch way

- Interactive classes; discussion, teamwork and individual exams
- Use of literature equally or more important than Lecturer's slides and presentations

Assignments:

- 'Free style' presentations on students' own countries, providing an 'experience' to the audience. Individually three minutes or longer depending on the number of students with the same background. (Conditionally)
- Country analysis, presentation of country analysis (team) and an individual evaluation of teamwork (50% of final grade).

Pre-condition for entering the module

None, the module was designed for Erasmus- and other exchange students.

Level of the module

Advanced

Discipline area

Intercultural Management Studies, Social sciences

Educational support

- N@tschool or ELO
- (Digital or hard copy) hand-outs
- Presentations per week
- lectures

Literature

Sana Reynolds and Deborah Valentine, 2004 Guide to Cross-Cultural Communication. Prentice Hall Series in Advanced Business Communication, ISBN 0-13-049784, 134 pages. (Available on N@tschool)

E-learning

The N@tschool or ELO-site shows the following maps

- Orientation : including the course manual or study guide, subject matter in the form of digital (scan of) literature, some links and pdf's
- Per class (1, 2,4,5,6) a digital presentation of the lecture (either before or after Wednesday class)
- The weeks with students' presentations the assignment will be published and a time schedule
- The folder with the title 'exam information' will provide you with all the practical information about the exam (what to expect, what to bring and what not)

Contact hours

7 * 2 class hours

Lecturer activities

- Teaching
- Providing feedback & support on exercises and presentations

Final grading

- Country analysis and presentation (50%) or weighing 1
- Written exam (50%) or weighing 1
- Attendance (including the free style presentation)

Explanation of Dutch grading system

A numeric scale of 1 through 10 is used

Number	Meaning
10	Excellent
9	Very good
8	Good
7	Ample sufficient
6 (5.5)	Sufficient
5	Almost sufficient
4	Low
3	Bad
2	Very bad
1	

ECTS points: 3

Study load: 84 hours per student

External links

On ELO (N@tschool)

Weekly Planning of the topics

Lecture	Topics (Topics might not always exactly in sync with the lectures)	Literature to be read prior to the lecture / activity to be done prior to the lecture* This is to prepare you for the exam.
1	<ul style="list-style-type: none"> • Introduction to the course; getting to know each other • Introduction of required assignments • What is culture; first explorations • Culture and perception 	Introduction; literature will be handed out and will be available on N@tschool/ELO
2	<ul style="list-style-type: none"> • Communication model • Onion diagram; describing culture • Measuring cultures: a first look at Hofstede's dimensions 	Chapter 1 N@tschool/ELO
3	<ul style="list-style-type: none"> • Three minute presentations on students' countries, providing an 'experience' to the audience 	Prepare presentation
4	<p>Theoretical concepts</p> <ul style="list-style-type: none"> • Hofstede continued & combined • High versus Low context cultures and the consequences of interacting and or negotiating internationally 	Chapter 2, 3 & 4 N@tschool/ELO Work on country-analysis
5	<ul style="list-style-type: none"> • High & low context communication; language, messages, nonverbally etc. • Time 	Chapter 5,6 & 7 N@tschool/ELO
6	<ul style="list-style-type: none"> • Trompenaars • Interacting and or negotiating internationally • 'phase-out' topics • Preparation final presentations, self-study; feedback on progress can be provided 	Chapter 8 Hand-out; internet link N@tschool/ELO Work on country analysis
7	<ul style="list-style-type: none"> • Final team presentations country analysis and feedback • Course evaluation 	Hand in –hand-out of your presentation in inleveropdrachten (n@tschool)

*Additional hand-outs might be provided and or put on N@tschool

*The order of subjects might be slightly changed during the weeks

Free style Presentation week 3, 'Show and tell'

The objective of this presentation is to give an impression of your culture with you in it. If there is more than one student originating from one culture you can join forces. Again depending on the number of students the time the presentation will take will be 3 (one student) to 7 (three students) minutes. A time-schedule will be made and put on ELO (n@tschool)

Pointers on how to present your culture: how do you think of feel about your culture? Keep in mind that culture is more about the non-tangible than tangible. When you are immersed in a unfamiliar culture, you might feel more what is essential in yours.

Consider

- Using the senses: what do you
 - See (e.g. images or....)
 - Hear (e.g. music or.....)
 - Smell (e.g. spicy or.....)
 - Taste (e.g. food or.....)
 - Feel (e.g. rain or.....)in your culture?
- What are you proud of in your culture?
- What are possible misgivings about your culture which you might want to set straight or explain?
- What should be put in travel guides like Lonely Planet about 'culture and etiquette' (national image, character) but try to avoid all other 'touristy' information
- But you could also ignore these pointers and give the presentation a personal twist

Another possibility

If you are the 'only' student of one culture; you could also join another 'only' student and prepare a 'mirror' presentation in which you point out the differences between your cultures.

Finally:

Surprise us!

Requirements country analysis

Step 1

Teams will be formed of 3 to 5 students. Together you select a culture/ country (free choice; but not your own and different from other teams)

Step 2

Research the country's culture and include the following aspects

Use the following structure

- Introduction
General facts; size, population, religion etc. (just one minute)
- The onion diagram: application of this model
- Choice of at least two models of culture
Hofstede: dimensions, scores and their consequences
Trompenaars: interpretation of dilemmas (give examples)
Hall: low or high context with examples
Notions of business etiquette or etiquette in your field of expertise; concepts of power, space and time
Remarkable cultural behaviors/rituals/values
- Conclude with whether or not you would like to live there and why

Step 3

Create a visually attractive presentation of about 10-15 minutes depending on the number of teams.

Do not exceed time

- Pay attention to structure and presentation skills
A basic structure is
 - Introduction: Say what you want to say
 - Main points and conclusions: Say it
 - Summary: Say what you've said
- Make sure each student has an equal role. You could consider to appoint one student as moderator to oversee matters
- Make sure you have not prepared too much or too little on the subject (and what to skip in when in need of time)

Step 4

- Present in class!
- Hand in a pdf of your hand out on N@Tschool (inleveropdracht country analysis)
- Hand in a personal (individual) evaluation of how you worked together from a cultural perspective. Describe the differences and or similarities in working together to prepare the presentation. You compare your findings with your teammates and write a conclusion about differences in perception if there are any. 1 A-4 max. (inleveropdracht evaluation)
Contents:
 1. Your definition of the best way of working as a team
 2. The experienced differences and similarities
 3. Differences in perception
 4. Conclusion

Format for assessment

Module	Intercultural Awareness
Major / department	BMR, Business School
Minor	-
Level	2

*Exam information for Educator

Assessment	Weight %
Country analysis presentation+ evaluation	50 %
Written exam	50 %
Attendance and week 3 presentation (condition)	
Total	100 %

Objective	<i>Indicator exam</i>	<i>Indicator analysis</i>	Total points approximately
Students have gained insight in the concept of culture and the paradoxes that evolve from living in a globalized society	x	x	20
Students have understanding of how scientific research leads to classifying differences between cultures	x	x	20
Students understand how culture influences doing business and day-to-day dealings with representatives of other cultures	x	x	20
Students have become aware of intercultural differences within their own group of students	x	x	10
Students have acquired knowledge and developed some basic skills for conducting successful international negotiations in a international environment	x	-	10
Students know how to integrate the different aspects of communication in different cultural contexts.	x	x	20