



## CM 373 – INTERCULTURAL COMMUNICATIONS COMPETENCE

IES Abroad Berlin

### DESCRIPTION:

This course offers an introduction to the multidisciplinary field of intercultural communication with specific application to students' Berlin experience. The course will comprehensively expose students to the key theories and concepts in the field as well as provide familiarity with a variety of approaches to the field: social science (essentialist), descriptive (process) and critical approaches. Intercultural competence requires both an awareness of one's own cultural perspectives as well as the target culture. The course is designed to train students in making cultural observations, reflecting on their own cultural perspective, making preliminary analyses of observations and revising their analyses as more information becomes known. Students will be encouraged to practice mindful intercultural communication as part of their study experience in Germany.

**CREDITS:** 3

**CONTACT HOURS:** 45

**LANGUAGE OF INSTRUCTION:** English

**PREREQUISITES:** None

**ADDITIONAL COST:** None

### METHOD OF PRESENTATION:

The course will be conducted in a seminar style. Students will be responsible for discussing reading material which, in addition to the basic text, will also include a variety of case studies, culture assimilators, role plays, and videos. Key cultural concepts will be applied specifically to the German context. Students will keep a journal of their own cultural observations and will be expected to share personal intercultural experiences with the class for analysis.

### REQUIRED WORK AND FORM OF ASSESSMENT:

- Course participation – 10%
- Cultural observations journal – 20%
- Midterm exam – 20%
- Ethnographic study – 20%
- Final exam – 30%

#### Course Participation

Students must complete the assigned readings, weekly culture journal entries, ethnographic study as well as participate in class discussions. The IES grading rubric for participation is available on Moodle.

#### Cultural Observations Journal

Students will keep a personal journal of their cultural observations. Journal entries will be submitted weekly and will form the basis for most classroom discussion.

#### Midterm Exam

The midterm exam (week 5) will focus on the key concepts of the previous weeks.

#### Ethnographic Study

Students will complete a 5- to 7-page ethnographic study of some aspect of their life in Berlin (due in week 9).

#### Final Exam

The final exam (week 10) will focus on Germany specific cultural comparisons with the student's own culture of origin.

### LEARNING OUTCOMES:

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The primary goal of this course is to increase students' intercultural competence by giving them theoretical tools for understanding intercultural events and practice in evaluating their own experiences. A secondary goal is to give students a sense of how intercultural competences can be used by international professionals to realize individual and organizational goals.

**ATTENDANCE POLICY:**

Attendance and punctuality in all courses are mandatory. Absences can only be excused for valid reasons. Unexcused absences can affect students' grades. Students who miss 25% or more of all class sessions will fail the course. Missed exams cannot be taken at another time except in case of documented illness. Late submission of term papers and other work will result in grade reduction unless an extension due to illness or an emergency is approved. Please consult the IES Abroad Berlin academics manual on Moodle for additional details.

**ACADEMIC INTEGRITY:**

Students are expected to abide by the IES Abroad Academic Integrity Code. Assignments need to be properly and amply footnoted where appropriate, with all sources attributed, including images. This not only applies to written assignments but also presentations by means of PowerPoint, Prezi or posters. Contributions may be checked with plagiarism-detecting software.

**CONTENT:**

Sessions	Content	Readings & Assignments
Week 1	Session 1: <b>Culture and Communication</b> <ul style="list-style-type: none"> <li>course overview</li> <li>defining culture</li> <li>relationship between culture and communication</li> <li>course requirements</li> </ul>	<ul style="list-style-type: none"> <li>Martin &amp; Nakayama (2018): chapters 2 &amp; 3</li> </ul>
	Session 2: <b>Essentialist Culture</b> <ul style="list-style-type: none"> <li>components of culture (heroes, symbols, rituals, values, practices)</li> <li>levels of culture</li> <li>comparing cultures</li> </ul>	<ul style="list-style-type: none"> <li>Hofstede, Hofstede &amp; Minkov (2010): chapter 11</li> </ul> <i>Optional:</i> <ul style="list-style-type: none"> <li>Brislin, Cushner, Cherrie &amp; Mahealani (1986)</li> </ul>
Week 2	Session 3: <b>Language and Intercultural Communication – Part 1</b> <ul style="list-style-type: none"> <li>language as system of shared, symbolic meaning</li> <li>language and discourse</li> <li>discourse and power</li> </ul>	<ul style="list-style-type: none"> <li>Martin &amp; Nakayama (2018): chapter 6</li> </ul>
	Session 4: <b>Language and Intercultural Communication – Part 2</b>	<ul style="list-style-type: none"> <li>Martin &amp; Nakayama (2018): chapter 6</li> </ul>
Week 3	Session 5: <b>Values, Beliefs, Attributions – Part 1</b> <ul style="list-style-type: none"> <li>social science analytical approach to culture, with emphasis on universal values and beliefs</li> <li>cultural differences between students' culture of origin and Germany</li> </ul>	<ul style="list-style-type: none"> <li>Hofstede, Hofstede &amp; Minkov (2010): chapters 6-8</li> <li>Perlstein, Capur &amp; O'Reilly (2006)</li> </ul>
	Session 6: <b>Values, Beliefs, Attributions – Part 2</b>	<ul style="list-style-type: none"> <li>Hofstede, Hofstede &amp; Minkov (2010): chapters 6-8</li> </ul>

		<ul style="list-style-type: none"> <li>• Perlstein, Capur &amp; O'Reilly (2006)</li> </ul>
<b>Week 4</b>	Session 7: <b>Cultural Identity</b> <ul style="list-style-type: none"> <li>• components of identity, salience and centrality</li> <li>• describe your own cultural identities</li> </ul>	<ul style="list-style-type: none"> <li>• Jameson (2007)</li> <li>• Martin &amp; Nakayama (2018): chapter 5</li> </ul>
	Session 8: <b>Culture as Process</b> <ul style="list-style-type: none"> <li>• Co-construction of meaning</li> <li>• Histories and cultural spaces</li> </ul>	<ul style="list-style-type: none"> <li>• Martin &amp; Nakayama (2018): chapter 4</li> </ul>
<b>Week 5</b>	Midterm exam	
<b>Week 6</b>	Session 9: <b>Organizational Culture</b> <ul style="list-style-type: none"> <li>• differences between national culture and organizational culture</li> </ul>	<ul style="list-style-type: none"> <li>• Hofstede, Hofstede &amp; Minkov (2010): chapter 10</li> <li>• Perlstein, Capur &amp; O'Reilly (2006)</li> </ul>
	Session 10: <b>Culture and Organization Structure</b> <ul style="list-style-type: none"> <li>• how national culture influences organizational structure</li> </ul>	<ul style="list-style-type: none"> <li>• Hofstede, Hofstede &amp; Minkov (2010): chapter 9</li> </ul>
<b>Week 7</b>	Session 11: <b>Negotiated Third-Culture Spaces – Part 1</b> <ul style="list-style-type: none"> <li>• how cultural differences in a business context are resolved in a third-culture space</li> </ul>	<ul style="list-style-type: none"> <li>• Clausen (2007)</li> <li>• Martin &amp; Nakayama (2018): chapter 10</li> </ul>
	Session 12: <b>Negotiated Third-Culture Spaces – Part 2</b>	<ul style="list-style-type: none"> <li>• Clausen (2007)</li> <li>• Martin &amp; Nakayama (2018): chapter 10</li> </ul>
<b>Week 8</b>	Session 13: <b>Managing Intercultural Conflict – Part 1</b> <ul style="list-style-type: none"> <li>• how culture, communication and conflict interact</li> </ul>	<ul style="list-style-type: none"> <li>• Martin &amp; Nakayama (2018): chapter 11</li> </ul>
	Session 14: <b>Managing Intercultural Conflict – Part 2</b>	<ul style="list-style-type: none"> <li>• Martin &amp; Nakayama (2018): chapter 11</li> </ul>
<b>Week 9</b>	Session 15: <b>Intercultural Communications Competence – Part 1</b> <ul style="list-style-type: none"> <li>• components of intercultural communications competence</li> <li>• course and personal experience in Berlin as competence enhancing</li> </ul>	<ul style="list-style-type: none"> <li>• Martin &amp; Nakayama (2018): chapter 12</li> </ul>
	Session 16: <b>Intercultural Communications Competence – Part 2</b>	<ul style="list-style-type: none"> <li>• Martin &amp; Nakayama (2018): chapter 12</li> </ul> <p><i>Ethnographic Study due</i></p>



<b>Week 10</b>	Final exam	
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**REQUIRED READINGS:**

- Clausen, L (2007). "Corporate Communication Challenges: A 'Negotiated' Culture Perspective." International Journal of Cross Cultural Management. 7; 317.
- Hofstede, G., G.J. Hofstede & M. Minkov (2010). Cultures and organizations: Software of the Mind. New York, McGraw Hill, 3rd edition.
- Jameson, D.A. (2007). "Reconceptualizing Cultural Identity and Its Role in Intercultural Business Communication." Journal of Business Communication. 44; 199.
- Martin, J.N. & Thomas K. Nakayama (2018). Intercultural Communication in Contexts. New York, McGraw-Hill Education, 7th edition.
- Perlstein, T., A. Capur & C. O'Reilly (2006). "Internal Branding at Yahoo!: Crafting the Employee Value Proposition." Harvard Business Publishing, Case: HR-25B.

**Optional Readings**

- Brislin, R.W., K. Cushner, C. Cherrie & Y. Mahealani (1986). Intercultural Interactions in Practice: A Practical Guide. Newbury Park, Sage.
- Mendez, Deirdre (2013). Cultural Analysis Toolkit: Navigating International Business Culture, University of Texas at Austin CIBER.
- Palazzo, B. (2002). "U.S.-American and German Business Ethics: An Intercultural Comparison." Journal of Business Ethics. 41; 195.