

8. SRH INTERNATIONAL WEEK 2017: Course description

Title of Course:	Business Communication – <i>Creating Intercultural Awareness</i>
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer/Title/ Home University:	Justin Bonus/MA/ School of Human Resource Management and Applied Psychology & Sylvie Dieteren/MA/ School of Marketing and Management of <i>Fontys University of Applied Sciences, The Netherlands</i>
Course description/ Contents:	<p><i>'Organizations are more boundary-less, agile, global, and transparent — and will be even more so in the future. Work and workers (yes, humans) will always be essential to organizations, but organizations themselves will be more diverse, and work will be organized, structured, and done in new ways, increasingly through arrangements outside of regular full-time employment.'</i></p> <p>Sounds great, doesn't it? Within this Business Communication course (with a clear focus on how to create <i>Intercultural Awareness</i>) we will pay attention to all four skills concerning the English language: reading, listening and maybe most importantly, writing and speaking. Furthermore, you will understand people from different cultural backgrounds better, so that you can prevent misunderstandings and enjoy a better working relationship with them.</p>
Learning outcome:	Students will be able to write and present effectively for a variety of professional settings. They will practice writing and presenting as a process of motivated inquiry, engaging other (cultural) scientists' ideas as they explore and develop their own. Furthermore, they will demonstrate an ability to revise for content and edit for grammatical and stylistic clarity and they will develop an (intercultural) awareness and confidence in their own writing and presentation style.
Examination:	Presentations (in pairs).
4 questions to be prepared by the students prior to arrival	<ol style="list-style-type: none"> 1. What do you think is interesting about (your) culture? 2. When people from other countries think about your culture, what do they usually think of? 3. Are there many people of different cultures in your country? If so, describe its effect on society (e.g. rise of refugees throughout Europe). 4. Have you ever felt confused by the actions of someone from another culture? If so, what did you do?
Essential reading:	<p>A reader will be provided with this course. The following sites can be used as input for the assignments:</p> <p>Country profiles: http://www.kwintessential.co.uk/resources/country-profiles.html</p> <p>Geert Hofstede's six cultural dimensions: http://geert-hofstede.com/</p> <p>Fons Trompenaars' seven cultural dimensions: https://www.mindtools.com/pages/article/newlmt/1026.html</p> <p>Edward T. Hall's cultural model: http://www.edwardthall.com/</p> <p>David Pinto's cultural model: http://www.davidpinto.nl/english/</p>