

# Intercultural Communication

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Center for European Studies

## Intercultural Communication

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### Full course description

Intercultural communication skills are crucial in today's every changing world. As we encounter the challenges of globalized business and rapid cross cultural communication in our daily lives, these skills will enable us to maximize exchanges in a global setting and address diversity from an intercultural perspective. In order to ensure personal and professional successes, it is essential that we endeavor to study models in intercultural communication theory. Furthermore, to develop the skills to translate this knowledge into practical application relevant to education, business, training and research will give us the competitive edge in the global marketplace.

The course, ICC2001 Intercultural Communication, provides a fundamental introduction to Intercultural Communication. We will examine the following key concepts: culture, race, gender, ethnicity, stereotypes, values, expectations and assumptions. By focusing on applied outcomes of intercultural communication theory, the course leads students to acquire intercultural competences for their professional and personal life. Students will learn interpretative strategies in intercultural communication concepts that allow them to become culturally intelligent. They will acquire tools that will enable them to avoid attribution errors when communicating across cultures. Students will participate in interactive exercises to practice their intercultural competences.

A field trip in the local area will also be a part of the course.

General disclaimer: on-campus education and activities, as well as trips and visits related to the course are conditional. E.g. (Dutch) travel advice should be positive regarding the region that will be visited and institutions should be able to accept visitors. In case a proposed activity, trip or visit cannot continue due to circumstances, (online) alternatives may be organized.

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### Course objectives

Students will:

- Identify and examine the rationale for intercultural communication
- Examine and analyse intercultural communication models
- Expand range of communication nonverbally and verbally
- Develop effective communication strategies to become culturally intelligent

- Develop and sustain a high level of Intercultural awareness and intercultural competence
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## Prerequisites

None. A minimum of 8 students is required for this class to take place.

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## Recommended reading

Readings and cases will be provided by the instructor for problem based small group exercises. In addition, the following books are recommended.

- *The Silent Language*, Edward T. Hall (1973)
- *Riding the Waves of Culture: Understanding Diversity in Global Business*, Fons Trompenaars & Charles Hampden Turner, 3rd edition (2011)

CES students receive their books on loan from CES. Students participating in the Maastricht Summerschool (MSS) can either borrow the text books from CES, the University Library or buy them.

# ICC2001

Period 6

**15 Jul 2024 - 1 Aug 2024**

ECTS credits:

**6.0**

Instruction language:

**English**

Coordinators:

**S.P.F.J. Limbos**

[S. van der Laan](#)

Teaching methods:

**Assignment(s), Lecture(s), Presentation(s), Working visit(s), Work in subgroups, Skills**

Assessment methods:

**Assignment, Attendance, Participation, Presentation, Written exam**

Keywords:

**Attribution, Communication and Culture, Cultural Intelligence, diversity, globalization, Intercultural Management, Perception, Self- Reference Criterion**

Days:

**Monday, Tuesday, Wednesday, Thursday**