

Intercultural Project



SCHOOL

Faculty of Culture, Tourism
and Hospitality (Esthua)



CAMPUS

Saint-Serge



LEVEL

3rd year Bachelor's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

- > **Degree course:** Tourism
- > **Teaching unit:** UE1 Language and Communication
- > **Course language:** English
- > **Duration (hours):** 12
- > **ECTS:** 6
- > **Teacher(s):** Anne O'riordan Beaupere

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

- Lecture course hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

COURSE DESCRIPTION

The course :

- Involves lectures followed by class discussion.
- Students will work in groups to analyse & reflect on the theories studied based on their personal experiences & cultural backgrounds.
- Students will also collaborate with a group of French students studying Culture in Year 3 Tourism & Leisure ? French track.
- This will allow them to work on a project with French students thus learning about this culture & putting into practice the theories & methods studied in class.

Course outline:

- What is Culture ?
- The concepts of time & space within culture.
- Culture & Perception. Beliefs, values, and attitudes.
- The Cultural Map
- Culture Shock & Cultural Adaption.
- Identity & Intercultural Communication
- Group work with French students: Discussion & Analysis.

OBJECTIVES

By the end of this course, students will:

- Understand what culture is & what guides the behaviour of cultural groups.
- Understand the complexities of personal & social identities.
- Raise awareness of what cultural sensitivity is.
- Engage in thinking of how all these factors influence your communication with others.

PREREQUISITES

none

OTHER INFORMATION

This course is included in the Teaching Unit UE1 Language and Communication.
Students must attend all courses of a unit.
6 ECTS are delivered once the unit is validated.

SELECTIVE BIBLIOGRAPHY

- Bennett, Milton J. Basic Concepts of Intercultural Communication: Paradigms, Principles, & Practices. London: Nicholas Brealey Publishing, 2013.
- Goman, Carol, K. How Culture Controls Communication. Forbes online. NOV 28, 2011.
- Hofstede, Geert, and G.J Hofstede. Cultures and Organizations: Software of the Mind. New York, NY: McGraw-Hill, 2005.
- Hofstede, Geert. «Dimensionalizing Cultures: The Hofstede Model in Context.» Online Readings in Psychology and Culture2, no. 1 (2011). doi:10.9707/2307-0919.1014.
- Meyer, Erin. The Culture Map: Breaking through the Invisible Boundaries of Global Business. New York: PublicAffairs, 2014.
- Meyer, Erin. Navigating the Cultural Minefield. HBR. May 2014. <https://hbr.org/2014/05/navigating-the-cultural-minefield>. Last access: 30.03.2018.