

Program Overview – Spring School: Multi-Cultural Communication (Erasmus Blended Intensive Program - BIP)

Where? RheinMain University of Applied Sciences in Wiesbaden (Germany) - <https://www.hs-rm.de/en/>

When? 23 March 2026 – 27 March 2026, daily from 10 a.m. until 4 p.m.

Course aims

- To gain an insight into and reflect on one's own cultural programming, behaviour and thinking in a self-critical manner
- To have a basic understanding of selected theories and models used to explain culture
- To recognise, describe and analyse cultural differences in thinking and acting, intercultural misunderstandings and conflicts in job-related situations and to react appropriately and with cultural sensitivity to the context
- To present on issues related to intercultural communication in English

Topics: 1. Culture – definitions, values, self-reflection 2. Cultural theories and models 3. Critical incident analysis 4. Working in international teams	Assessment: Pass/Fail (3 ECTS) B2 level English Group presentation (groups of 3) (15 min per group)
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Before the start of the spring school:

- Completion of self-study online modules on presentation skills and the 6-D Model of National Culture by Geert Hofstede
- Online get-to-know meeting of all spring school participants, 24 November 2025 and 22 March 2026.

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Day 1 – Culture and values	Day 2 – Theory and practice	Day 3 – International teams	Day 4 – Company visit and presentation preparation	Day 5 – Final presentations
<i>Teachers: Nadine Scholz, Anna-Janina Wittan (RheinMain UAS, Germany), Sinead Fallon (Mondragon University)</i>	<i>Teachers: Terhi Lehto, Sanna Savela (Savonia UAS, Finland)</i>	<i>Teachers: Małgorzata Merkis, Joanna Stankiewicz-Majkowska (Koszalin UT, Poland)</i>	<i>all teachers</i>	<i>all teachers</i>
<i>Nadine Scholz & Anna-Janina Wittan:</i> Introduction & get-to-know Campus tour Organisation of presentation groups <i>Sinead Fallon:</i> Basics of culture and values Self-reflection Pausenexpress (movement break)? <u>Evening:</u> Joint dinner in Wiesbaden	Intercultural theories (Edward T. Hall, Lewis and/or Meyer) Critical incident analysis (DIET Model by Janet and Milton Bennett) <i>1 hour of prep time for group presentations (milestones prepared by Nadine)</i> Pausenexpress (movement break)?	Managing international teams Communication in international teams Training international staff? Critical incidents from the business world <i>1 hour of prep time for group presentation (milestones prepared by Nadine)</i> Pausenexpress (movement break)? Preparing questions to ask when visiting Seibert Media on Thursday <u>Afternoon/evening:</u> river cruise/trip in the area	09.00 – 12.00: trip to Seibert Media in Wiesbaden (company visit) – input on agile work & working in international teams 12.00 – 13.00: lunch at Seibert Media 13.00 – 16.00: preparation of final group presentations Pausenexpress (movement break)?	Final group presentations Feedback Pausenexpress (movement break)?