

ETAS 35th Annual Conference, Zofingen

Session: A5 K110

Integrating intercultural content in lessons

Institute of Management & Economics IBR

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Looking beyond the theories

- Integrate intercultural tasks into lessons
- Share experiences (tasks)
- Take it a step further

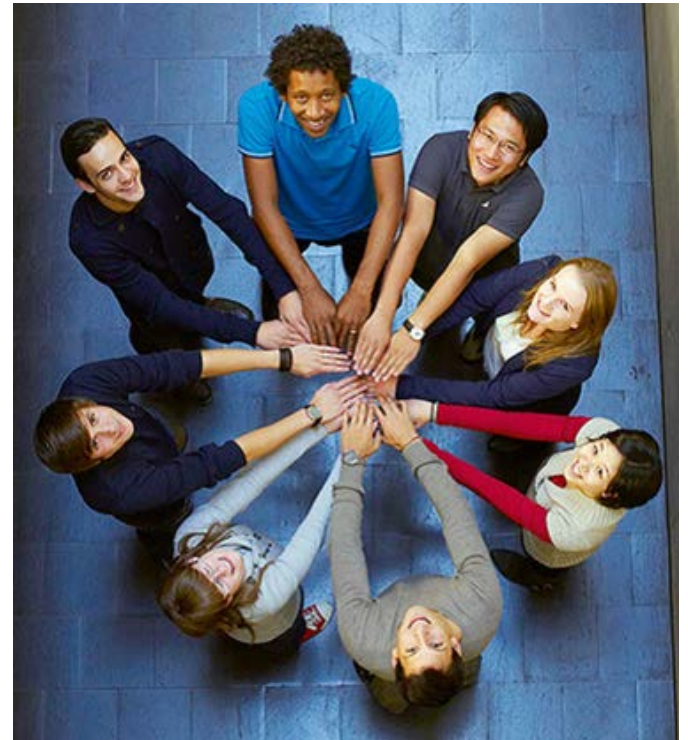


Photo source: HSLU

Confronted with a non-intercultural curriculum? Add additional tasks...

Topic: Management Gurus

- BBC recording as listening exercise on Trompenaars and Hampden Turner
- Cloze exercises, crosswords etc with the vocab they need to know
- Set 2 Economist articles for reading homework. Used CBE task sheet as follow up in the next class.

<http://www.bbc.co.uk/worldservice/learningenglish/work/handy/>


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Learning English


The Handy Guide to the Gurus of Management

Charles Handy was, for many years, a professor at the London Business School. He is now an independent writer and broadcaster. He describes himself, these days, as a social philosopher.



Episode 13: Fons Trompenaars and Charles Hampden Turner

 [Listen to the radio programme in full](#)

 [Download the complete script](#) (pdf)
(Can't read pdf file? [Get free Acrobat Reader](#))

Highlights:

For twenty years these two **academics**, a **cross-cultural Anglo-Dutch partnership**, have been interviewing managers around the world, giving them questionnaires to answer, **conducting** seminars and advising their companies.

Most of the management theory we know about has come from the Anglo-American culture, the one that most of these gurus belong to. This is a universalist culture, one that assumes that the rules that work for it will work **universally**. That might be a dangerous **illusion**. After all, we know that things work quite differently but equally well in other parts of the world.

Problem: You are supposed to be using the internet in class, but have a set book to use. (In the example discussed in the ETAS workshop, the set management book did not include intercultural contexts.)

Possible Solution: add your own intercultural tasks such as the one below.

Discover an Intercultural Guru

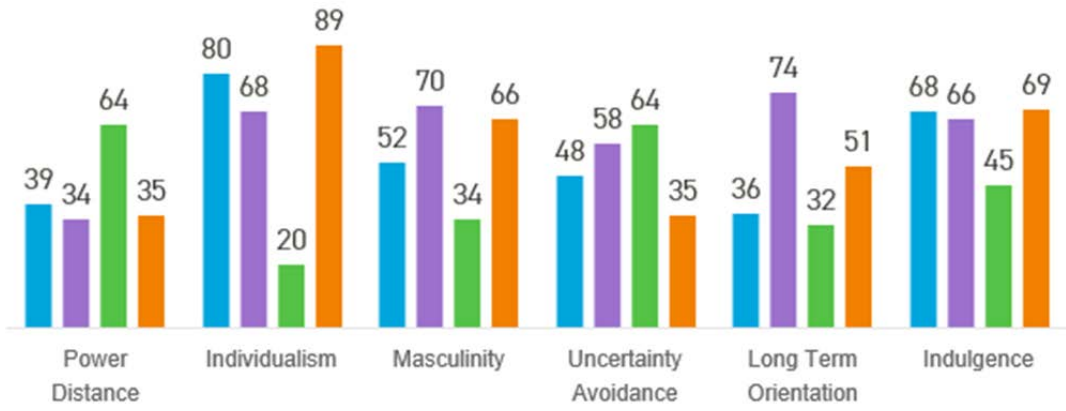
1. Choose an intercultural specialist from the reading list.
2. Check reliable sources on the internet and the library for in-depth information.
3. Report to the class what their main contributions were.
4. Discuss how this could be used at school/at work/at home. (Prepare your ideas ahead of time so you can chair the discussion.)



In your course material: Hofstede's Country Comparison Tool

What tasks could you set to liven this up?

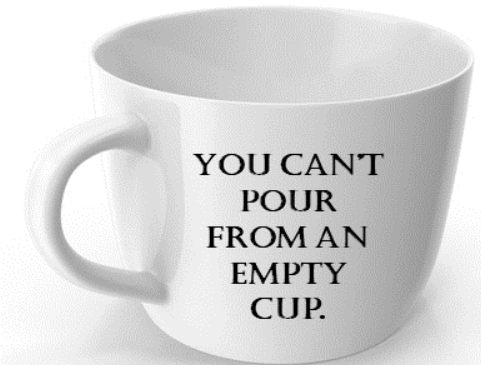
Canada × Switzerland × Thailand ×
United Kingdom ×



[READ MORE ABOUT CHOSEN COUNTRIES](#)

<https://www.hofstede-insights.com/product/compare-countries/>

Task: You can't pour from an empty cup.



TAKE CARE OF YOURSELF FIRST.

1. What do you think this statement means?
2. There are many different ways you can take care of yourself. What are the top ten on your list? Example: Take a social media detox, read a good book, walk on the beach
3. Compare your list with those of others in your class. What could be the reasons for the similarities/differences in the lists?
4. Take it a step further. Ask your friends in other countries what their top ten answers are. Share the results of your survey with your class.

Task: Current Events (with an intercultural twist in this case)

Article Analysis - Questions to help you prepare an article for class

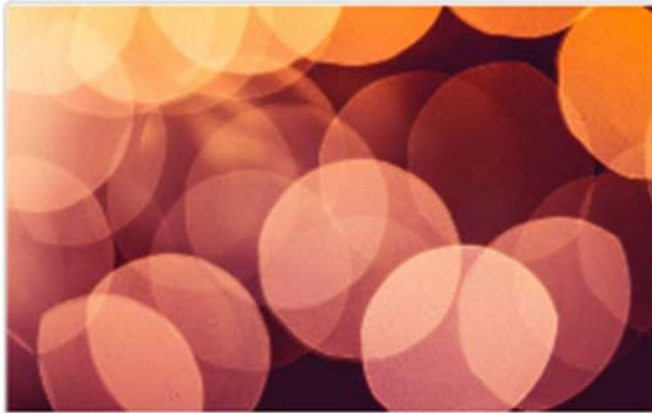
Title of article: _____

Name and date of newspaper or journal: _____

- 1 Summarise the article *in your own words* (main ideas only).
- 2 What new vocabulary did you learn? (Define in English.)
- 3 What *new* information did you learn from this article?
- 4 What is your comment or opinion?

Please be prepared to explain what your article is about and take part in a discussion about it.

Task: Hold an Erzählcafé (Storytelling (true stories) / Living library)



Erzählcafés in an
intercultural context by
sietar.ch



<http://www.erzähl-cafe.ch/>

<http://sietar.ch/erzahlcafes-in-an-intercultural-context/>

Join Sietar Switzerland for even more exciting ideas. Link at the end.

Research Projects – involve students in your research

Here is an example based on what I have used in the past in my own lessons.

Part 1:

Research to what extent do **–fill in–** engage in international partnerships to further their professional networks. This will then be integrated into the literature review part of your report.

Part 2: Use qualitative research (in this case 5 interviews in total with **–fill in –**) with the interview questions provided (which will be used in an extensive research project later).

Specific requirements: **fill in.**

Prior to starting the interviews, agree with your professor the geographical area of the five interview partners. You are free to select the field of business (**or specify**). Important is that the companies you select are interested in internationalizing even if they are not yet engaged in it.

Part 3: Write a report in which the relevant literature is discussed, the findings are analyzed and recommendations for steps toward internationalization are made.

Refer to the X Guide for academic **papers (provide link to whatever sourcing help you want to give them).**

Fill your cup with intercultural....



- CAS International Leadership

Next info event: **7 February 2019** in Lucerne.
Next start: June 2019 www.hslu.ch/il

- Sietar Switzerland

<http://sietar.ch/>

Next event: **6 February 2019 in Bern.**

- Sietar Europe

Next conference: **30 May – 1 June 2019 in Belgium** www.sietareu.org/seucongress2019/

- Exchange semester
- Internship
- Volunteer
- Read

Further Sources

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- www.hslu.ch/il