

Intercultural Competence

module description valid from 01.02.2026

General module information

module number	W.ABPRC03.25
type of module	C-Core Module
module level	I-Intermediate level
ECTS credits	3
module category	learning module (LM)
workload	
contact hours, in hrs	22.75
supervised self-study, in hrs	67.25
unsupervised self-study, in hrs	0.00
delivery / execution	autumn semester
regularity of in-person classes	weekly
module coordinator(s)	Anastasiia Grynko (anastasiia.grynko@hslu.ch)
teaching language	English

Record

record	<p>This module equips business students with basic knowledge and skills needed to strategically approach differences in international and culturally diverse business environments. It introduces a structured WHAT-WHY-HOW approach to intercultural work situations, ensuring students can observe, analyze, understand, and act effectively in global business contexts.</p> <p>Module learning resources include fundamental concepts and terms ("Intercultural Glossary") and visual tools from intercultural theory, cross-cultural marketing, and diversity management, as well as actual cases from Swiss and international business. Self-study component includes a team research project (on one selected topic area) and an individual reflection journal (semester-long reflective writing).</p> <p>By the end of the module, students understand their own tendencies in values and priorities,, are able to analyse intercultural communication and management challenges, articulate risks such as bias, cultural insensitivity or stereotyping, and brainstorm culturally intelligent, business-relevant solutions.</p>
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	In-class activities place a strong emphasis on speaking, listening and interaction in intercultural and international business settings. Students practice speaking strategies for oral summarization and analytical talk and adapt their speaking and listening to professional formats such as meetings, pitches, and international presentations.
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Placement in the course of studies

degree programme / use	Bachelor of Science in Business Administration
entry requirements (modules)	
group A	W.ASPRC02
minor / specialisation modules	W.ABPRC04

Module content

learning content and structure	<p>After completing the module, students will be able to:</p> <p>ILO 1 Document and describe real-life cases related to cultural and psychological aspects of intercultural interaction, marketing and diversity through fieldwork.</p> <p>ILO 2 Summarize, analyze and interpret the cases applying basic concepts from intercultural theory, marketing, people and diversity management and by taking different perspectives, identifying potential risks, biases, and stereotypes.</p> <p>ILO 3 Use acquired knowledge and principles to develop culturally intelligent solutions.</p> <p>ILO 4 Orally summarize intercultural and diversity cases and formulate analytical points applying concepts and newly acquired vocab.</p> <p>ILO 5 Adapt oral speaking and listening style to suit intercultural audience and diverse formats (meeting, pitch, presentation).</p>
teaching and learning methods	Team Projects, role plays, simulations. Coaching. Interactive workshop.
literature, learning aids, resources	
material(s)	Micro Readings in three topic areas.
material(s)	Visual Tools in three topic areas.
online source	Culture Comparison Tools
video	Audio dialogues and perspectives.

Assessed assignment

admission requirements, end-of-module exam	1. Team Project (project report and project presentation)
grading scale	HSLU.Halbe Noten
examination/assessment 1	
art	oral examination/assessment
form	presentation
time	during the semester/block week

exam location	on-site/in-person
in group	Yes
scope	10.00 Minute(s)
weighting	30 %
electronic	no
evaluation criteria	<p>1. Research & Evidence: The showcase demonstrates the depth and quality of research through relevant examples and interview quotes that effectively support the topic.</p> <p>2. Use of Theory: The showcase clearly applies intercultural theory to explain why the observed behaviours or patterns occur.</p> <p>3. Creativity & International Format: The showcase is creatively designed, well-structured, and easy for an international audience to understand.</p>
examination/assessment 2	
art	written examination/assessment
form	individual examination
time	during the semester/block week
exam location	remote
in group	No
scope	5.00 Page(s)
electronic	yes
comments	Reflection Journal, completed weekly by each student.
evaluation criteria	10 entries submitted. Reflective writing.
examination/assessment 3	
art	oral examination/assessment
form	individual examination
time	end of semester/block week
exam location	on-site/in-person
in group	Yes
scope	10.00 Minute(s)
weighting	70 %
electronic	no
comments	Students simulate one-to-one brainstorm meeting to discuss a given scenario and propose interculturally intelligent solutions.
evaluation criteria	<p>1. Oral Summary – WHAT (Understanding of the Problem) Student delivers a concise and clear summary of business scenario following a "general-to-specific" structure.</p>

	<p>2. Analysis – WHY (Connection to Theory) Student formulates a clear analytical point that is connected to relevant theoretical concepts and addresses different perspectives and potential risks (e.g., bias, stereotypes, standardization strategy).</p> <p>3. Problem-Solving – HOW (Culturally Intelligent Solution) Student proposes a well-reasoned solution that demonstrates cultural intelligence. The solution reflects an understanding of individual perspectives, norms, and values.</p> <p>4. Speaking and Interaction Student uses a new module vocabulary and demonstrates competence to speak and interact spontaneously in a professional business context. Student demonstrates a skill of active listening.</p>
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