



Hochschule für
Wirtschaft und Recht Berlin
Berlin School of Economics and Law



Cross-Cultural Contacts (CCC)

Projects – CIs - Storytelling

Cynthia Tilden-Machleidt
IACCM Oct 1-3, 2015 Vienna

How it all started

2000-2002

Exchange MIT

since 2002

Contact to partner unis
Sietar conferences

2004/5

Bologna = Intercultural
Communication in English

2005/6

Anna Nabirukhina
FINEC, St. Petersburg

CCC blended learning project

- classrooms
- HWR - MOODLE learning platform
- virtual teams

CCC in a nutshell

- Intercultural sensitivity + cultural perspectives
- Culture shock
- Cultural values + cultural self-awareness
- Non-verbal communication
- Culture and the business interface

- + Negotiating intercultural context
- + Meaning of professionalism in business
- + Marketing and advertising across borders
- + Business challenges (e.g. forms of corruption)

Guiding principles

- John Dewey's progressive education
- Milton Bennett's Developmental Method of Intercultural Sensitivity - DMIS
- Stephen Krashen's theory of second language acquisition
- Gilly Salmon's „e-tivities“
- Thiagi's debriefing

Project-Based Learning



**John Dewey
(1859-1952)**

Architect of American
progressive education

Education as social phenomenon,
in context of one's own life

Cognitive, booksmart knowledge
doesn't prepare for future
demands of citizenship

PE develops teamwork, time
management, communication
skills, leadership + followship

3 Methods for Learning

Project-Based Learning

Individual/group activity resulting in a product, presentation, or performance.

Problem-Based Learning

Problem defined by instructor. Work is done individually or in teams.

Solutions to problem are the goal.

Inquiry-based learning

Active learning approach focused on questioning + critical thinking + problem-solving.

IC Projects

1. Critical Incidents

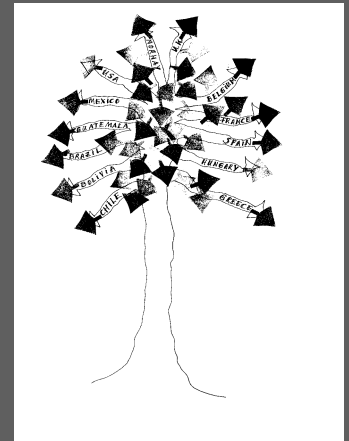
collection of CIs: *Cultural Scenarios*

2. Cultural Interviews

culture shock, cultural values, etc

3. Trainee to Trainer

training on specific themes: trust



Critical Incidents

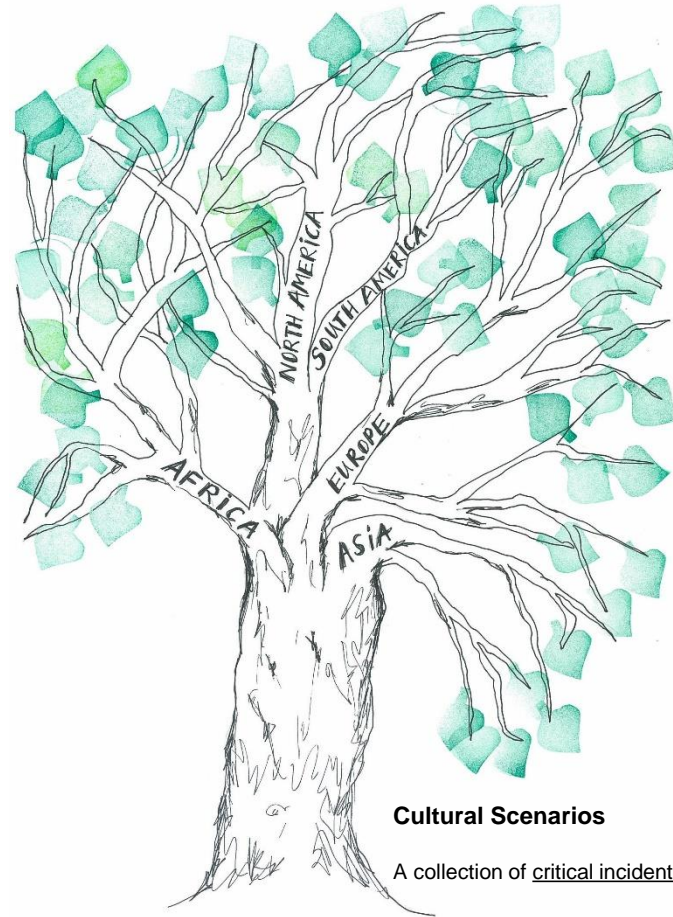
1. Write down separately:
CIs exactly, step by step.
Dialogue, word for word.
How you felt, use
adjectives.
2. With partner(s):
Compare your CIs
Decide on additional steps
(e.g. record as interviews)
Reflect on meanings
3. Prepare concept for
presentation (e.g role-play)



Cultural Scenarios

Expanded collection of critical incidents described by students.

Includes introduction, guideline questions, and other conflict scenarios for discussion.



Cultural Scenarios

A collection of critical incidents and other stories

Cross-Cultural Interviews

- Interview techniques
yes-no / open, etc.
- Movie-maker
- Podcast
- Visuals !
- Time management
- Beware of manipulation !



Trainee to Trainer

YOU are now trainers

Decide:

- general goals
- cultural topic(s) to be trained
- who will be trained
- specific goals



Examples of Training

Perspectives – being in my shoes or yours

Building trust in diverse workforce

Consultants – working in Culture X

Hand-out training: **Walk the Line**

(equal opportunity in Germany?)

Today's agenda

Welcome to this semester's student webinar!!

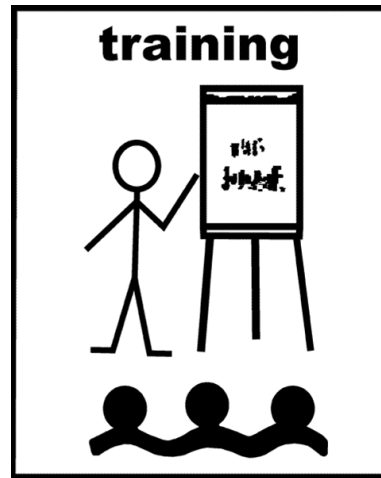
- 1) An introduction to FINEC (St. Petersburg/RU)
- 2) Humour across borders – Jana + Svetlana
- 3) Marketing in Russia – Maria + Eugenia

- 4) An introduction to HWR Berlin
- 5) Leadership in India – Ratula
- 6) Building Trust in a diverse workforce - Pallavi

Moodle Topics



„Cultural Scenarios“
CIs



training materials



visual culture –
videos, pics



reading texts
on culture



Methods, web 2.0 tools
IACCM Oct 1-3, 2015 Vienna

documentation



Where does Storytelling come in?

What I'm working on now:

Update Cultural Scenarios collection

Adapt Thiagi's Encounters = positive CIs

Collect, adapt, re-write Case Study stories

J. Shaules: The Intercultural Mind (bias)

Alumni, CI blog + new webinars (+ other technologies)

Selected sources (for original CCC project)

- Koliba, Christopher J. - John Dewey Project on Progressive Education, <http://www.uvm.edu/~dewey/articles/proged.html>. See also: Westbrook, Robert B., *John Dewey and American Democracy*, Cornell Univ. Press, 1991
- Bennett, Milton J., Towards a Developmental Model for Intercultural Sensitivity, in R. Michael Paige, ed. *Education for the Intercultural Experience*. Intercultural Press, 1993
- Krashen, Stephen D. *Principles and Practice in Second Language Acquisition*. Prentice-Hall International, 1987. *Second Language Acquisition and Second Language Learning*. Prentice-Hall International, 1988
- Salmon, Gilly. *E-tivities – The Key to Active Online Learning*. Kogan Page Ltd., 2002
- Thiagarajan Sivasailam Thiagi, *Play for Performance*: February 2004; www.thiagi.com