

Course Manual Culture

Institute	Fontys International Business School
Programme	Minor English Language and European Culture
Course	Culture
ProgRESS-code	ELEC7_EU_CULTURE
Academic Year	2025 – 20206 / Fall Semester
Lecturer	M. Engels
Language	English
Study load / ECTS	5

Brief description

During this course students will develop their insight into the origins of cultures, what cultures are influenced by and how our cultures can affect our own behaviour. Throughout this course students will increase confidence and skills in working and communicating in an intercultural environment. The course is aimed at improving understanding and communication between different cultures. Moreover, students will learn about specific aspects of the Dutch culture. Students will undertake group- and individual exercises in order to gain experience influencing cross cultural communication. All experiences from the exercises, presented theories, trips and living in The Netherlands will be documented in individual portfolios.

Didactic methods

In order to develop their knowledge and skills on culture, students will participate in interactive activities throughout the course. They will work both individually and in teams to understand and process the theories discussed and the materials provided. At the end of the course students have to demonstrate that they are capable of reflecting on what they have learned in this course and be able to link the theories to their own experiences of living in another culture. Working in groups/pairs as well as individually during the lessons, combined with interactive tasks are the main didactic approaches used in the course. During class, there will be room for explanation, discussion and questions, and in that way ample opportunities will arise for practising and improving speaking skills as well.

Overview of competences this LA

Communication
Internationalisation
Reflection and analyses
English Language Skills

Course goals

- Explain and understand the basic principles and concepts of culture
- Understand the cultural models and theories of R. Lewis, G. Hofstede and E. Meyer
- Apply the basic principles, theories and models of culture to practical examples
- Understand the differences in cultures and how they affect thinking, communication and behaviour, in short develop an awareness of cultural differences
- Understand main symbols, rituals and values of Dutch culture

Examination

Examination form	Individual Portfolio > uploaded in Gradework
Examination period	Deadline: Friday December 12 2025
Specific examination criteria	<p>Students show that they:</p> <ul style="list-style-type: none">- understand the theories dealt with in class- can reflect on the theories and relate them to their own experiences <p>Students need a minimum of 5.5 to pass this module.</p> <p>Students need to attend a minimum of at least 80% of the lessons.</p> <p><i>For all the specific requirements regarding the portfolio, see document "portfolio requirements and assessment" on Canvas.</i></p>

Re-examination

Students who do not pass the examination are entitled to repair/rewrite the portfolio, submitting an improved version within ten working days after receipt of the feedback on the portfolio. The maximum score for the retake is a 5.5.

Literature

Author	Title	Compulsory	Secondary
Various authors	A selection of articles (and videos) provided during the lessons and uploaded on Canvas	X	
Erin Meyer	The Culture Map		X

Plagiarism and fraud

In higher education, plagiarism is (ethically) unacceptable. It is considered fraud. FIBS uses software programmes to detect and locate plagiarism.

Study load hours

Study load hours are the total number of hours (of 60 minutes each) a student has to spend on an LA.

Type of study load hours (1 ECTS = 28 clock hours)	Number of hours (60 minutes)
Tutorials ¹	32
Consultation hours ²	4
Self-study	80
Trips and excursions	24
ECTS for this course: 5	140

Week schedule

LW ³	Subject
L1	Introduction to the course The concept of adaptability The five stages of culture shock
L2	What is culture The cultural onion
L3	Analogies of culture
L4	Understanding your own culture: the cultural flower
L5	The cultural dimensions of Hofstede: 1. Power Distance 2. Individualism vs collectivism
L6	The cultural dimensions continued
L7	Feedback week / Trip
L8	Cultural differences in work meetings Dutch Festivals
L9	The Lewis Model
L10	Working effectively across cultures
L11	Three levels of mental programming Dutch liberalism and its origin Language and culture
L12	The Culture Map - Erin Meyer; introduction and scales 1 and 2
L13	The eight scales continued and analyses through a case study
L14	The concept of time Debate school uniforms
L15	Games, quiz

¹ Tutorials are lectures for a group of maximum 30 students.

² Consultation hours are individual meeting hours with a tutor.

³ LW = lesson week.