



Undergraduate (Bachelor) Program Sep. 2016 – Feb. 2017

1.) Module 1617-B1: Socio-Cultural Commonalities in South & South-East Asia

Lecturer: Prof. Prathana Kannaovakun, Prince of Songkla University (Thailand) / Dr. Merina Pradhan-Rehling, European Overseas Campus (Indonesia)

Date: see seminar calendar

ECTS: 5 Credits / **Time Load:** 125 hours

2.) General Description

Awareness of and ability to deal with different cultures in daily life, work and business is an essential core skill in International Management and requires a basic understanding of social and cultural values of the society.

Asian societies are in many ways different from western societies. It is a unique chance and experience connecting theoretical and practical aspects of intercultural communication by understanding perspectives of cultural values and taboos, social priorities and attitudes.

The module provides important basics of religion, role of gender, family structures, and social hierarchies in private and professional environment in South and South-East Asia. Comparing and analysing various aspects of social structures and individual behaviours in different countries helps to understand and to live in the new Asian environment.

The study module will be presented in two phases: the first phase is in Thailand (3 days) and the second phase in Indonesia (2 days). This allows a more detailed insight into the local situation and the Buddhism in Thailand and the Hinduism in Bali which itself is a cultural island in the world's biggest Muslim population. It is essential to understand social systems, deep rooted religious rituals, arts, dance and music as parts of a holistic view of individual life cycles and traditions.

Visiting cultural places and participating in local rituals will provide first-hand experience and helps to sensitize for living as a guest in the country including basic understanding of behaviour and social "Do's and Dont's" in typical situations.

3.) Compulsory literature (including texts or scripts provided by the lecturer):

- Arivia, G.: Relations between Religions and Cultures in South-East Asia, Washington 2009
- Eisemann, Fred B. (jun.): Bali Sekala & Niskala, Bali 1990
- Swearer, D.: The Buddhist World of Southeast Asia, New York 2010

Additional sources:

- Michael Minkov. (2013). *Cross-Cultural Analysis: The Science and Art of Comparing the World's Modern Societies and Their Cultures*. Thousand Oaks, CA: Sage Publications.
- Milton Osborne. (1995). *Southeast Asia: An Introductory History*. Chiang Mai: Silkworm Books.
- Segaller, Denis. (2002). *More Thai Ways*. Bangkok: Post Book.
- Wallace V. Schmidt et.al. (2007). *Communicating Globally: Intercultural Communication and International Business*. London: Sage.
- William B. Gudykunst. (2004). *Bridging Differences : Effective Intergroup Communication*. Thousand Oaks, CA: Sage, 2004.
- Wyatt, David K. (1984). *Thailand: A Short History*. Chiang Mai: Silkworm Books.

4.) Assessment:

1. Presentation – 20 %
2. Task related to homework – 10%
3. Class performance – 5 %
4. Assignment – 65%

Day	Session I 8:30 – 10.00	Session II 10:15 -11:45	Session III 12:00 – 13:30	Session IV or Homework 14:30 – open end
1 st day (Phuket)	<ul style="list-style-type: none"> - Brief Introduction to Asian Countries: East Asia and Southeast Asia - Cultural Influences: <ul style="list-style-type: none"> - Confucianism - Buddhism - Hinduism 	<ul style="list-style-type: none"> - Asian Cultures: <ul style="list-style-type: none"> - Collectivism - Family Values - Face-Saving Value - Harmony - Concept of Time etc. 	<ul style="list-style-type: none"> - Asian Families - Cultures and Communication <ul style="list-style-type: none"> - High-Context Communication - Negotiation - Non-Verbal Communication 	
2 nd day (Phuket)	<ul style="list-style-type: none"> - Priority of Cultural Values - Cultural Differences in Management Approaches, Work Goal, - Cross-Cultural Communication and Negotiation 	<ul style="list-style-type: none"> - Brief History of Thailand - Characteristics of Thai People - Thai Culture: Religion, Beliefs 	<ul style="list-style-type: none"> - Social Structure <ul style="list-style-type: none"> - Hierarchical Society - Femininity Society 	
3 rd day (Phuket)	<ul style="list-style-type: none"> - Reflections of Thai Culture on Behaviour: <ul style="list-style-type: none"> - Smooth Interaction - Avoidance of Overt Conflict - Grateful Relationship 	<ul style="list-style-type: none"> - Common Superstitions - Do's and Don'ts 	<ul style="list-style-type: none"> - Thai Ways of Communication as Reflected by Thai Cultural Context - Etiquette & Customs in Thailand 	
4 th day (Bali) 20-10-2016 Thursday	Experiencing rituals and blessings with Hindu Priest	Balinese Religion and core-spiritual beliefs, life cycle	Rituals and Festivals Social Taboos, Superstitions	Cultural trip: Tanalot Temple
5 th day (Bali) 21-10-2016 Friday	GW: Presentation 1 & 2	Social Structure and Cast System GW: Presentation 3	Gender Roles in Asia GW: Presentation 4	Video session: Bali 1000 Faces of an Island
6 th day (Bali) 22-10-2016 Saturday	Cultural Excursion: Role and structure of the “Mother Temple Besakhi” at Mount Agung; Kintamani, Lake Batur Ubud – city of arts, traditional dance and music.			