Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries

EMSA
Entrepreneurial Mindset and Key Skills for All

ERF CURRICULUM:

8. CULTURAL AWARNESS AND EXPRESSION

TASK ID AND TITLE 2.3: JOINT DEVELOPMENT OF THE CURRICULA AND TRAINING MATERIALS FOR ERF

PARTNER RESPONSIBLE FOR THIS ACTIVITY: DIMITRA EDUCATION & CONSULTING

PROJECT MAIN DETAILS

Programme: Erasmus+

Key Action: Lump Sum Grants

Project title: Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries

Project Acronym: EMSA

Project Agreement Number: 101092477

Start Date: 01/01/2023

End Date: 31/12/2025

COORDINATED BY

PROJECT PARTNERS

ERF Curriculum for 8. CULTURAL AWARNESS AND EXPRESSION

Task 2.3

TABLE OF CONTENTS

ERF Curriculum for 8. CULTURAL AWARNESS AND EXPRESSION

Task 2.3

TRAINING CURRICULUM FOR COMPETENCE: **CULTURAL AWARENESS AND EXPRESSION**

Aim of the workshop

The aim of this workshop is to cultivate a deeper understanding among youngsters about the significance of cultural awareness and expression. By exploring the definitions of cultural heritage, the impact of cultural fusion, and the importance of preserving cultural traditions, participants will develop a heightened awareness of the value that diverse cultural backgrounds bring to society. Intercultural communication will also be a focal point of the workshop, highlighting the importance of effective communication in a connected world. Participants will learn about the barriers to intercultural dialogue and discover strategies such as active listening and the use of inclusive language to foster respectful and meaningful interactions across cultural boundaries.

By the end of the workshop, participants will have:

- The ability to effectively interact with people from different backgrounds.
- A sense of agency and the confidence to contribute positively to a more inclusive world.
- A broader understanding of global issues and the interconnectedness of cultures.
- Practical communication skills for working effectively in intercultural environments.
- Needed skills to overcome common communication barriers, and practice conflict resolution strategies that can be applied in diverse cultural contexts.

Learning outcomes

Main Learning Outcome:

- *Participants will build an open attitude that understands and accepts the diversity between the different cultures and be able to express the differences respectfully.*
- *Participants will develop the ability to overcome stereotypes and mitigate the impact of cultural differences by adapting and expressing several culture works/forms.*
- *Participants will be able to understand all the aspects of intercultural communication including its importance, barrier types and influence of technology on intercultural communication. Participants will be able to relate the importance of intercultural communication to business success.*

Sub-learning Outcomes:

Knowledge LO:

- *Define cultural diversity by identifying and explaining various cultural traditions and practices within different communities.*
- *Describe familiar cultural forms of expression to explain how different cultural norms and values influence behaviour in various settings.*

- *Define intercultural communication principles and learn about business communication on international communities and how technology affect intercultural dialogue.*

Skill LO:
- *Employ effective intercultural communication by engaging in respectful and informed dialogues with individuals from diverse cultural backgrounds.*
- *Adapt communication styles and behaviours to effectively interact with individuals from diverse cultural backgrounds.*
- *Apply effective communication techniques and overcome communication barriers in international communities.*

Competence LO:
- *Implement strategies to adapt behavior and practices in multicultural settings, showing sensitivity and respect towards different cultural norms and values.*
- *Implement strategies for navigating and being integrated into different cultural environments, showing respect and sensitivity towards cultural differences.*
- *Implement strategies to overcome communication barriers in intercultural contexts, ensuring mutual understanding and respect in interactions.*

Training methodology

☒ Synchronous Online Learning

☒ Self-Directed Learning

Prerequisites

☒ Beginner level

☒ Specific skills required

☐ Previous workshops required

If the workshop requires specific skills or participation in previous workshops, please explain:

N/A

ERF Curriculum for 8. CULTURAL AWARNESS AND EXPRESSION

Task 2.3

SYNCHRONOUS ONLINE LEARNING

Workshop duration

17 Hrs

Training techniques

☒ Lecture (compulsory)

☐ Individual Exercise

☒ Group Exercise

☒ Role play

☒ Experiential Workshop

☒ Brainstorming

☒ Case Study

☒ Questions and Answers (multiple-choice and open-ended questions)

☐ Other (Please indicate) _____

Necessary equipment and materials

Equipment:

- ✓ Laptop/PC
- ✓ Stable Internet
- ✓ Webcam and microphone

Materials:

- ✓ Power Point presentation
- ✓ Handouts (for examples and case studies)
- ✓ Pen/Pencils
  Notebook

COURSE MODULE No.1	Theme/Content Introduction to the course COURSE MODULE 1 :	Workload in minutes
1	**Understanding the diversity of cultural expressions and the importance of cultural heritage**	**80 minutes**
	Structure / **Training Technique/Code of Methodological Tool**	
	• Definition of cultural heritage (tangible and intangible). — Lecture: PPT6.1_1	
	• Cultural fusion workshop — Experimental workshop: MT6.1_1	
	Role-play: MT1.2_2	
	• Importance of protecting cultural heritage	
	• The importance of cultural heritage preservation.	
2	**Explaining different cultural traditions**	**80 minutes**
	Structure / **Training Technique/Code of Methodological Tool**	
	• Definition of cultural tradition and how it shapes social — Lecture: PPT1.2_1	

ERF Curriculum for 8. CULTURAL AWARNESS AND EXPRESSION

Task 2.3

Co-funded by the European Union

		values	Case study: MT1.2_3	
		• Significance of different cultural tradition • Cultural Identity • Understanding Cultural Norms • Cultural Aware-ness		
3		**Intercultural communication**		**80 minutes**
		Structure	**Training Technique/Code of Methodological Tool**	
		• Intercultural communication and its im-portance in a globalized world. • Cultural Sensi-tivity • How to Empha-size active lis-tening and use inclusive lan-guage in foster-ing respectful dialogue. • Open Minded-ness for Cultural Competence.	Lecture: PPT6.1_1 Group Exercise: MTT6.1_4	
4		**Summary and Q&A**		**40 minutes**

ERF Curriculum for 8. CULTURAL AWARNESS AND EXPRESSION

Task 2.3

Structure	Training Technique/Code of Methodological Tool	
Summarizing **Reflection on the competence** **Recap (Questions)** **Questions and Closure**	Lecture: PPT6.1_1	

COURSE MODULE No.2	Theme/Content Introduction to the course COURSE MODULE 2:		Workload in minutes
1	**Cultural Intelligence**		**80 minutes**
	Structure	**Training Technique/Code of Methodological Tool**	
	- What is cultural intelligence? - Components of Cultural Intelligence - What contributes to Cultural Intelligence	Lecture: PPT6.2_1 Group discussion: MT6.2_1	
2	**2. How to navigate through different dialogues**		**80 minutes**
	Structure	**Training Technique/Code of Methodological Tool**	
	Intercultural Dialogues	Lecture: PPT6.2_1	

Co-funded by the European Union

	Structure	Training Technique/Code of Methodological Tool	
	• *The impact of the Intercultural Dialogues* • *How to conduct an Intercultural Dialogue* cultures	Group exercise: MT6.2_2	
3	**Cultural Integration Models: bridging differences**		**100 minutes**
	Structure	**Training Technique/Code of Methodological Tool**	
	• *Theories of Cultural Integration* • *Success stories and challenges* • *Tools for effective Integration*	Lecture: PPTC6.2_1 Group discussion: MT6.2_3	
4	**Summary and Q&A**		**60 minutes**
	Structure	**Training Technique/Code of Methodological Tool**	
	• **Summarizing** • **What will you keep from** • **today's training?** • **Reflection on the competence** • **Recap** **Questions and Closure**	Lecture: PPTC6.2_1	

COURSE MODULE No.3	Theme/Content COURSE MODULE 3		Workload in minutes
1	**Effective communication skills in intercultural contexts**		**60 minutes**
	Structure	**Training Technique/Code of Methodological Tool**	
	• Definition of Effective communication skills in intercultural contexts. • Importance of Effective communication skills in intercultural contexts. • Showing Examples of Effective communication skills in intercultural contexts.	Lecture: PPT6.3_1 case study: The Cultural Misunderstanding at the Global Summit MT6.3 _1	
	Topic 3.1 Intercultural Communication Principles		**100 minutes**
	Structure	**Training Technique/Code of Methodological Tool**	
	• **Business communication in Intercultural** o **VUCA :** o How did the term VUCA appear? o What is VUCA? o Are we living in VUCA world? o How can we counter the VUCA world? o **The HOFSTEDE Model (6-D Model)** o What is HOFSTEDE Model? o 6-D Model o Power Distance o Individualism vs. Collectivism	Lecture: PPT6.3_1 Group Discussion: Are we living in a VUCA world?MT6.3_2 Group Discussion: Share experiences with Hofstede's cultural dimensions in the workplace MT6.3_3	

Co-funded by the European Union

	o Masculinity vs. Femininity o Uncertainty Avoidance o Long-Term vs. Short-Term Orientation o Indulgence vs. Restraint	
2	**Topic 3.2 Overcome Communication Barriers**	**100 minutes**
	Structure	**Training Technique/Code of Methodological Tool**
	• **communication barriers** o Definition o Examples	Lecture: PPT6.3 **Case Study:** Presenting a real-life or hypothetical scenario where a communication barrier occurred. Ask participants to identify the type of barrier and discuss potential solutions.MT6.3_4
	• **How can we overcome Communication Barriers?** o Strategies for overcoming communication	**Brainstorming:** Asking the participants to brainstorm additional strategies for overcoming communication barriers. MT6.3_5
	• **Technology and Intercultural Communication** o The impact of technology on communication o Challenges and opportunities in intercultural communication	**Group Discussion:** Asking participants to discuss the challenges and benefits of using technology for intercultural communication while sharing their personal experiences and insights. MT6.3_6

12

3	Topic 3.3 Conflict Resolution in Intercultural Communication		100 minutes
	Structure	**Training Technique/Code of Methodological Tool**	
	• **Managing Miscommunication:** o How cultural differences in communication styles can lead to conflict? o Direct vs. Indirect Communication o High-context vs low-context o Formal vs. Informal Communication o Monochronic vs. Polychronic Time • **Negotiation Tactics** o Negotiation differences across cultures o Tactics for negotiating in multicultural environments • **Building Trust** o The importance of trust in intercultural contexts o Strategies for building trust in multicultural environments	Lecture: PPT6.3 Open- ended questions: Ask participants questions about trust-building in cross-cultural contexts.MT6.3_7	
4	**Summary and Q&A**		

	Structure	Training Technique/Code of Methodological Tool	60 minutes
	• Recap of key points • Q&A Session • Questions and Closure	**Lecture:** PPT6.3_1 Quiz with questions that cover the main points. **Lecture:** PPT6.3	

List of methodological tools

No.	Training Technique	Code of Methodological Tool
1	Lecture	PPT6.1_1
2	Experimental workshop	MT6.1_1
3	Role Play	MT6.1_2
4	Case study	MT6.1_3
5	Group exercise	MT6.1_4
6	Lecture	PPT6.2_1
7	Group discussion	MT6.2_1
8	Group exercise	MT6.2 _2
9	Group Discussion	MT6.2_3
10	Lecture	PPT6.3_1
11	case study	MT6.3 _1
12	Group Discussion	MT6.3 _2
13	Group discussion	MT6.3 _3
14	Case study	MT6.3 _4
15	Brainstorming	MT6.3 _5
16	Group Discussion	MT6.3 _6
17	Open – ended Questions	MT6.3 _7

SELF-DIRECTED LEARNING

Resources

ERF Curriculum for 8. CULTURAL AWARNESS AND EXPRESSION

Task 2.3

No.	Resource	Attachment (if applicable) and/or Link
1	**International Journal of Heritage Studies** Author. (Year). *Title of the article*. *International Journal of Heritage Studies*, Volume (Issue), Page range. DOI	
2	**The Art of Crossing Cultures" by Craig Storti** Storti, C. (2007). *The art of crossing cultures*. Nicholas Brealey.	
3	Management Consulted. (n.d.). What is the VUCA model? Retrieved October 22, 2024, from	https://managementconsulted.com/vuca-model/
4	The Culture Factor. (n.d.). Intercultural management: What is the Hofstede model of national culture? Retrieved October 22, 2024, from	https://www.theculturefactor.com/intercultural-management#whatisthehofstedemodelofnationalculture
5	Cherry, K. (2023, October 5). Hofstede's cultural dimensions theory. Verywell Mind. Retrieved from	https://www.verywellmind.com/hofstedes-cultural-dimensions-8583990
6	Frost, R. (2023, September 22). The impact of technology on communication skills. Medium. Retrieved from	https://medium.com/@frostrobert2022/the-impact-of-technology-on-communication-skill-294f2a8f0078
7	HiHello. (2023, August 22). Strategies to overcome communication barriers and communicate effectively. HiHello Blog. Retrieved from	https://www.hihello.com/blog/strategies-to-overcome-communication-barriers-and-communicate-effectively
8	Barriers to Communication. (n.d.). Barriers to intercultural communication. Retrieved October 22, 2024, from	
9	Indeed Career Guide. (n.d.). Communication barriers: Definition	https://ca.indeed.com/career-advice/career-development/communication-barriers

ERF Curriculum for 8. CULTURAL AWARNESS AND EXPRESSION

Task 2.3

	and examples. Retrieved October 22, 2024	
10	Country Navigator. (n.d.). Negotiating across cultures. Retrieved October 22, 2024, from	https://www.countrynavigator.com/blog/negotiating-across-cultures
11	BetterUp. (2023, June 14). How to build trust: An actionable guide to building trust in the workplace. BetterUp Blog. Retrieved from	https://www.betterup.com/blog/how-to-build-trust
12	Kademy Group. (n.d.). The role of communications in a VUCA world. Retrieved October 22, 2024, from	https://kademygroup.com/blog/the-role-of-communications-in-a-vuca-world/
13	RimaD2106. (2020, May 30). Communication in a VUCA world. Medium. Retrieved from	https://rimad2106.medium.com/communication-in-vuca-world-55d1957f9ce7
14	Brett, J., Behfar, K., & Kern, M. C. (2006, November). Managing multicultural teams. Harvard Business Review. Retrieved from	https://hbr.org/2006/11/managing-multicultural-teams
15	Schönfelder, H. (2020, March 17). Are you experiencing miscommunication in multicultural teams? Medium, Idealo Tech Blog. Retrieved from	https://medium.com/idealo-tech-blog/are-you-experiencing-miscommunication-in-multicultural-teams-4d278f13c07e
16	Indeed Career Guide. (n.d.). Types of communication: Definitions and examples. Retrieved October 22, 2024, from	https://ca.indeed.com/career-advice/career-development/types-of-communication
17	Government of Canada. (n.d.). Language Instruction for Newcomers to Canada (LINC). Government of Canada. (n.d.). Multiculturalism: Strength in Diversity. Retrieved from	https://www.canada.ca/en/immigration-refugees-citizenship/services/application/application-forms-guides/language-instruction-newcomers-canada.html
18	Finnish National Agency for Education. (n.d.). Education System in Finland. Retrieved from	https://www.oph.fi/en
19	Government of Canada. (n.d.). Multiculturalism: Strength in Diversity. Retrieved from	https://www.canada.ca/en/canadian-heritage/services/multiculturalism.html
20	Understanding Cultural Diversity and Diverse Identities. SpringerLink.	https://link.springer.com/10.1007/978-3-319-95870-5_37

ERF Curriculum for 8. CULTURAL AWARNESS AND EXPRESSION

Task 2.3

21	Livermore, D. (2021). Cultural Diversity - The Ultimate Guide to Cultural Competence.	https://davidlivermore.com/category/blog/cultural-values/
22	The EW Group. (n.d.). What is Cultural Intelligence?	https://theewgroup.com/us/open-courses/cultural-competency-course-for-all-staff/
23	Institute of Entrepreneurship Development. (n.d.). 6 Key Principles of Intercultural Dialogue and Cultural Diversity.	
24	Ratzmann, N. (n.d.). Measuring intercultural dialogue: a conceptual and technical framework.	
25	UNESCO. (n.d.). Intercultural competences: conceptual and operational framework.	https://unesdoc.unesco.org/ark:/48223/pf0000219768
26	Purdue Global University. (n.d.). Cultural Diversity: Definition & Meaning.	https://www.purdueglobal.edu/about/diversity/
27	Ang, S., Ng, K. Y., & Rockstuhl, T. (n.d.). Cultural Intelligence. In Cambridge handbook of intelligence.	
28	Peterson, B. (n.d.). Cultural Intelligence A Guide to Working with People from Other Cultures.	

ERF Curriculum for 8. CULTURAL AWARNESS AND EXPRESSION

Task 2.3