

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



Entrepreneurial Mindset and Key Skills for All

ERF CURRICULUM: 6. CULTURAL AWARENESS AND EXPRESSION

TASK ID AND TITLE 2.2: JOINT DEVELOPMENT OF THE CURRICULA AND TRAINING MATERIALS FOR ERF

PARTNER RESPONSIBLE FOR THIS ACTIVITY: HAVE A DREAM

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
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COORDINATED BY



PROJECT PARTNERS



Jordan Youth Innovation Forum
الملتقى الأردني للإبداع الشبابي



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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, and the importance of preserving cultural traditions, participants will develop awareness about cultural diversity.

Besides, Intercultural communication is 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 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

At the end of the competence, learners will be able to:

In terms of Knowledge:

- *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 in international communities and how technology affects intercultural dialogue.*

In terms of Skills:

- *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.*

In terms of competences:

- *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

SYNCHRONOUS ONLINE LEARNING

WORKSHOP DURATION

Workshop (Competence Level): 21 hours

Topic 1: 6.5 hours

Topic 2: 7 hours

Topic 3: 7 hours

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	
2	Introduction to the Diversity of Cultural Expressions and the Importance of Cultural Heritage	25 Minutes	
	Structure		Training Technique/Code of Methodological Tool
	<ul style="list-style-type: none"> • What is cultural expression? • Expression and Heritage. 		Lecture: PPT6.1_1 Icebreaking activity: Draw your Mood. The story of Riace, Italy: Discussion
2	Introduction to Diversity of Cultural Expression and Importance of Cultural Heritage	85 minutes	
	Structure		Training Technique/Code of Methodological Tool
	<ul style="list-style-type: none"> • Definition of cultural heritage (tangible and intangible). • Importance of protecting cultural heritage • The importance of cultural heritage preservation. 		Lecture: PPT6.1_1 Group Discussion activity: examples of tangible and intangible heritage Experimental workshop: MT6.1_1 Individual Activity: MT6.1_2
3	Explaining Different Cultural Traditions	80 minutes	
	Structure		Training Technique/Code of Methodological Tool

	<ul style="list-style-type: none"> • Definition of cultural tradition and how it shapes social values • Significance of different cultural tradition • Cultural Identity • Understanding Cultural Norms • Cultural Awareness • How to be Culturally Aware? 	<p>Lecture: PPT1.2_1</p> <p>Case study: MT6.1_3</p>	
3	Intercultural Communication		150 minutes
	Structure	Training Technique/Code of Methodological Tool	
	<ul style="list-style-type: none"> • Intercultural communication • The importance in a globalized world. • Barrier to Effective Intercultural Dialogue • Cultural Sensitivity • The Developmental Model of Intercultural Sensitivity. • Ethnocentric Stages • Ethnorelative Stages 	<p>Lecture: PPT6.1_1</p> <p>Group Discussion: Are you Culturally Sensitive MTT6.1_4</p>	

	<ul style="list-style-type: none"> • The Benefits of Cultural Sensitivity • How to Emphasize active listening and use inclusive language in fostering respectful dialogue. • Open Mindedness for Cultural Competence. 	Group exercise: Active Listening Exercise MTT6.1_5	
5	Summary and Q&A		40 minutes
	Structure	Training Technique/Code of Methodological Tool	
	<ul style="list-style-type: none"> • Summarizing • Recap (Questions) • Questions Time • Training Evaluation 	Lecture: PPT6.1_1	

COURSE MODULE No.2	Theme/Content Introduction to the course COURSE MODULE 2:	Workload in minutes				
1	Introduction to Cultural Diversity and How to Ensure It	25 Minutes				
	<table border="1"> <tr> <td>Structure</td> <td>Training Technique/Code of Methodological Tool</td> </tr> <tr> <td> <ul style="list-style-type: none"> • Cultural Diversity. </td> <td> Lecture: PPT6.2_1 Icebreaking Activity: Cultural Emoji Story Game </td> </tr> </table>	Structure	Training Technique/Code of Methodological Tool	<ul style="list-style-type: none"> • Cultural Diversity. 	Lecture: PPT6.2_1 Icebreaking Activity: Cultural Emoji Story Game	
Structure	Training Technique/Code of Methodological Tool					
<ul style="list-style-type: none"> • Cultural Diversity. 	Lecture: PPT6.2_1 Icebreaking Activity: Cultural Emoji Story Game					

		Group Discussion: Cultural Miscommunication Video	
2	Cultural Intelligence		120 minutes
	Structure	Training Technique/Code of Methodological Tool	
	<ul style="list-style-type: none"> • What is cultural intelligence? • Cultural Intelligence vs. Emotional Intelligence • Components of Cultural Intelligence <ul style="list-style-type: none"> • Metacognitive Cultural Intelligence • Cognitive Cultural Intelligence • Motivational Cultural Intelligence • Behavioural Cultural Intelligence • What contributes to Cultural Intelligence <ul style="list-style-type: none"> • Personality • Identity • International Experience 	Lecture: PPT6.2_1 Group discussion: MT6.2_1 Open-Ended Questions: MT6.2_2	
3	2. How to Navigate Through Different Dialogues		80 minutes
	Structure	Training Technique/Code of Methodological Tool	
	<ul style="list-style-type: none"> • Intercultural Dialogues • Intercultural Dialogue characteristics 	Lecture: PPT6.2_1	

	<ul style="list-style-type: none"> • The impact of the Intercultural Dialogues • How to conduct an Intercultural Dialogue cultures 	Group exercise: MT6.2_3	
4	Cultural Integration Models: Bridging Differences		120 minutes
	Structure	Training Technique/Code of Methodological Tool	
	<ul style="list-style-type: none"> • Cultural Integration • Theories of Cultural Integration <ul style="list-style-type: none"> • Salad Bowl • Melting Pot • Real-World Examples of Cultural Integration <ul style="list-style-type: none"> • Canda • USA • Tools for effective Integration <ul style="list-style-type: none"> • Inclusive Policies • Education • Dialogue and Engagement 	Lecture: PPTC6.2_1 Open Discussion: MT6.2_4 Group Exercise: MT6.2_5	
5	Summary and Q&A		40 minutes
	Structure	Training Technique/Code of Methodological Tool	
	<ul style="list-style-type: none"> • Summarizing 	Lecture: PPTC6.2_1	

	<ul style="list-style-type: none"> ● Recap (Questions) ● Questions Time ● Training Evaluation 		
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COURSE MODULE No.3	Theme/Content COURSE MODULE 3	Workload in minutes				
1	Effective communication skills in intercultural contexts	60 minutes				
	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Structure</td> <td style="width: 50%;">Training Technique/Code of Methodological Tool</td> </tr> <tr> <td> <ul style="list-style-type: none"> ● Definition of Effective communication skills in intercultural contexts. ● Importance of Effective communication skills in intercultural contexts. ● Examples of Effective communication skills in intercultural contexts. </td> <td> Lecture: PPT6.3_1 Icebreaking activity: Describe your culture. </td> </tr> </table>	Structure	Training Technique/Code of Methodological Tool	<ul style="list-style-type: none"> ● Definition of Effective communication skills in intercultural contexts. ● Importance of Effective communication skills in intercultural contexts. ● Examples of Effective communication skills in intercultural contexts. 	Lecture: PPT6.3_1 Icebreaking activity: Describe your culture.	
Structure	Training Technique/Code of Methodological Tool					
<ul style="list-style-type: none"> ● Definition of Effective communication skills in intercultural contexts. ● Importance of Effective communication skills in intercultural contexts. ● Examples of Effective communication skills in intercultural contexts. 	Lecture: PPT6.3_1 Icebreaking activity: Describe your culture.					
Topic 3.1 Business communication in Intercultural Contexts		100 minutes				
	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Structure</td> <td style="width: 50%;">Training Technique/Code of Methodological Tool</td> </tr> <tr> <td> <ul style="list-style-type: none"> ● VUCA : <ul style="list-style-type: none"> ● How did the term VUCA appear? ● What is VUCA? ● Are we living in VUCA world? How can we counter the VUCA world? </td> <td> Lecture: PPT6.3_1 </td> </tr> </table>	Structure	Training Technique/Code of Methodological Tool	<ul style="list-style-type: none"> ● VUCA : <ul style="list-style-type: none"> ● How did the term VUCA appear? ● What is VUCA? ● Are we living in VUCA world? How can we counter the VUCA world? 	Lecture: PPT6.3_1	
Structure	Training Technique/Code of Methodological Tool					
<ul style="list-style-type: none"> ● VUCA : <ul style="list-style-type: none"> ● How did the term VUCA appear? ● What is VUCA? ● Are we living in VUCA world? How can we counter the VUCA world? 	Lecture: PPT6.3_1					

	<ul style="list-style-type: none"> • The HOFSTEDE Model (6-D Model) <ul style="list-style-type: none"> • What is HOFSTEDE Model? • Power Distance • Individualism vs. Collectivism • Masculinity vs. Femininity • Uncertainty Avoidance • Long-Term vs. Short-Term Orientation • Indulgence vs. Restraint 	<p>Group Discussion: Do you think we are living in a VUCA world? If your answer is yes, why do you think so, and how can we deal with it? If your answer is no, what are the reasons for rejecting this idea?MT6.3_1</p> <p>Individual exercise:MT6.3_2</p>	
2	Topic 3.2 Overcome Communication Barriers		100 minutes
	Structure	Training Technique/Code of Methodological Tool	
	<ul style="list-style-type: none"> • communication barriers <ul style="list-style-type: none"> • Definition • Examples • How can we overcome Communication Barriers? <ul style="list-style-type: none"> • Strategies for Overcoming Communication • Technology and Intercultural Communication <ul style="list-style-type: none"> • The impact of technology on communication • Challenges and opportunities in intercultural communication 	<p>Lecture: PPT6.3</p> <p>Case Study: Presenting a scenario where a communication barrier occurred.MT6.3_3</p> <p>Brainstorming: Asking the participants to brainstorm additional strategies for overcoming communication barriers. MT6.3_4</p> <p>Group Discussion: Asking participants to discuss the</p>	

		challenges and benefits of using technology for intercultural communication while sharing their personal experiences and insights. MT6.3_5	
3	Topic 3.3 Conflict Resolution in Intercultural Communication		100 minutes
	Structure	Training Technique/Code of Methodological Tool	
	<ul style="list-style-type: none"> ● Negotiation Tactics <ul style="list-style-type: none"> - Negotiation differences across cultures - Tactics for negotiating in multicultural environments ● Building Trust <ul style="list-style-type: none"> - The importance of trust in intercultural contexts - Strategies for building trust in multicultural environments 	<p>Lecture: PPT6.3</p> <p>Case Study: The Cultural Misunderstanding at the Global Summit MT6.3_6</p>	
4	Summary and Q&A		60 minutes
	Structure	Training Technique/Code of Methodological Tool	
	<ul style="list-style-type: none"> ● Summarizing ● Recap (Questions) ● Questions Time ● Training Evaluation 	Lecture: PPT6.3_1	

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 discussion	MT6.1_4
6	Group exercise	MT6.1_5
7	Lecture	PPT6.2_1
8	Group discussion	MT6.2_1
9	Open-Ended Questions	MT6.2_2
10	Group exercise	MT6.2_3
11	Open Discussion	MT6.2_4
12	Group exercise	MT6.2_5
13	Lecture	PPT6.3_1
14	Group Discussion	MT6.3_1
15	Individual Exercise	MT6.3_2
16	Case study	MT6.3_3
17	Brainstorming	MT6.3_4
18	Group Discussion	MT6.3_5
19	Case Study	MT6.3_6

SELF-DIRECTED LEARNING

RESOURCES

No.	Resource Title	Attachment (if applicable)
1	International Journal of Heritage Studies Author. (Year). <i>Title of the article.</i> <i>International Journal of Heritage</i>	

	<i>Studies, Volume (Issue), Page range. DOI</i>	
2	The Art of Crossing Cultures" by Craig Storti Storti, C. (2007). <i>The art of crossing cultures</i> . 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#whatisthehofstedemo
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/@frostrbert2022/the-impact-of-technology-on-communication
7	HiHello. (2023, August 22). Strategies to overcome communication barriers and communicate effectively. HiHello Blog.	https://www.hihello.com/blog/strategies-to-overcome-communication-barriers-and-

	Retrieved from	
8	Barriers to Communication. (n.d.). Barriers to intercultural communication. Retrieved October 22, 2024, from	https://barrierstocommunication.com/barriers-to-intercultural-communication/#:~:text=Challenges%20in%20intercultural%20communication%20in%20interactions
9	Indeed Career Guide. (n.d.). Communication barriers: Definition and examples. Retrieved October 22, 2024,	https://ca.indeed.com/career-advice/career-development/communication-barriers
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-m
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/apnewcomers-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
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.	
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