

Exploring solutions for intercultural challenges

Intercultural theory is being preferentially oriented towards western countries and with its roots based predominantly in the USA and Europe. Therefore this Summer Academy, targeted at young adults, now approaches the topic from an Asian–European perspective.

GENERAL INFORMATION

Last year the *Asia–Europe Cross-Cultural Summer Academy* has successfully taken place for the first time. From **August 19 to 30, 2013** it is held for the second time. Participants can earn academic credits according to the European Credit Transfer System (ECTS).

OBJECTIVES

This innovative two week Summer Academy aims at developing applied solutions for intercultural challenges in business and society. It is intended to be a platform for scientists, students, and practitioners to engage in questions like the following:

- What are relevant topics in the area of intercultural communication, what has been done so far concerning the process of globalization, in what ways has communication changed?
- How are cultures built? What are their origins? How do people of different cultures view the world? How can we solve problems caused when different cultures come together?
- What are the challenges of multicultural societies and ethnic minorities in a globalized world?

These questions will be contemplated from a Asian–European perspective. A particularly interesting aspect is that the Summer Academy takes place in a country where integration of different ethnic groups in a multicultural society is the main focus of intercultural research.

TARGET GROUP

The main target groups are students and young professionals (age 18 to 35 years) from Asia and Europe with verifiable intercultural interest and prior international experience and exposure. Expected enrolment is 40 to 60 participants (app. 2/3 from Asia and 1/3 from Europe); working language is English.

CONTENT

The offered courses contain two tracks: Track 1 for beginners (“Intercultural Communication”), and Track 2 for advanced learners (“Culture and Society”). All courses contain a theoretical part as well as practical sessions. The agenda looks as follows:



	<u>WEEK 1</u>	<u>WEEK 2</u>
TRACK 1 (beginner) Intercultural Communication	Intercultural Communication The class will be an introduction to Asian and European approaches in intercultural communication. It aims at raising awareness of intercultural matters, and at building up knowledge and understanding about key concepts in culture.	Intercultural Conflict Resolution The class will address conflict resolution strategies in Asian and European contexts. One important topic will be the general theory on the mediation approach in conflict resolution and working with case studies of community mediation.
TRACK 2 (advanced) Culture & Society	Ethnic Studies The course will follow a case study approach and focus both on European and Asian issues and will be based on the curricular of the Institute of Ethnic Studies (KITA) of the National University of Malaysia.	Human Rights and Asian Societies The aim of the class is to reflect critically on the human rights thoughts and practices in Asian countries in the context of socio-economic, political, religious and historical background of Asia with a special emphasis on Malaysia.

Each track will be conducted by one lecturer from Asia and one from Europe. Course lecturers will be selected by Karlshochschule International University for Track 1 and from the Institute of Ethnic Studies (KITA) for Track 2. Practical parts and exercises will be delivered by qualified trainers from the InterCultur network with extensive experience in the international and intercultural field. The participants will have many opportunities to process their experiences and to get to know Malaysian culture better through evening talks by prestigious lecturers; opportunities to spend free time with members of the international and multi-cultural participant group, and the possibility to explore Malaysian culture in other ways. An essential part of the supporting program in Malaysia is the optional home stay planned prior to the Summer Academy's course program. Through a 12-day stay in the home of a Malaysian host family, participants will have the opportunity to gain immediate intercultural experiences.



TUITION FEE

Participants will pay a tuition fee of 1.500 €

The tuition fee covers

- 2-week participation in the event
- Room and full board
- All course material
- Additional evening lectures
- Social activities
- Insurance

Not included: Costs for visa and travel as well as for homestay program.

FURTHER INFORMATION

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SCHOLARSHIPS

The project partners will offer partial and full scholarships to qualified candidates.

PROJECT PARTNERS

- Institute of Ethnic Studies (KITA) of the National University of Malaysia
- Karlshochschule International University
- InterCultur gGmbH
- AFS Malaysia (Yayasan Antarabudaya Malaysia)

LOCATION

National University of Malaysia in
Bangi/Malaysia

www.summeracademy-malaysia.org