

Introduction: How to study

This topic is about “Concepts of Culture”.

1. As introduction of the topic, you will watch a TEDx Talk video about ‘how culture drives our behaviour’.
2. After that you will read 7 pages of text, which deal with the description of the term “culture” by using Geert Hofstede’s explanation who describes culture as “software of the mind” or “mental programs”. Additionally, you will learn more about the onion model of culture and the three pillars on which a country and its society is built.
3. Afterwards, a forum is opened in which certain questions related to the topic will be discussed by all course participants. The forum will be facilitated by a moderator.
4. Additional reading material is provided to support you in your learning process.
5. The next part of the lesson consists of a face-to-face lecture in which you will learn more about the topic on concepts of culture. At the end of this session, you will do an exercise together with the other course participants.
6. Finally, there is a quiz in which you will test yourself on the topic by answering three single choice questions.