

PROGRAM COST

\$1,800

Fees include: Program orientation, academic cost, food, group excursions, housing, local transportation, library access and mandatory basic international health insurance

Fees do not include: international transportation, visa/resident permit fees, gym fees, major medical insurance and all personal expenses.

ACADEMIC CREDITS

Students are eligible to receive 3 academic credits after completing corresponding course, *CM299: Cross-Cultural Communication*, in the spring 2018 semester.

ABOUT PDPU

Pandit Deendayal Petroleum University is on a 100-acre campus in Gandhinagar, India, the capital city of Gujarat, 23 km north of Ahmedabad, a well-developed city with a population of 8 million people. The city is known for its remarkable cultural development and social life.

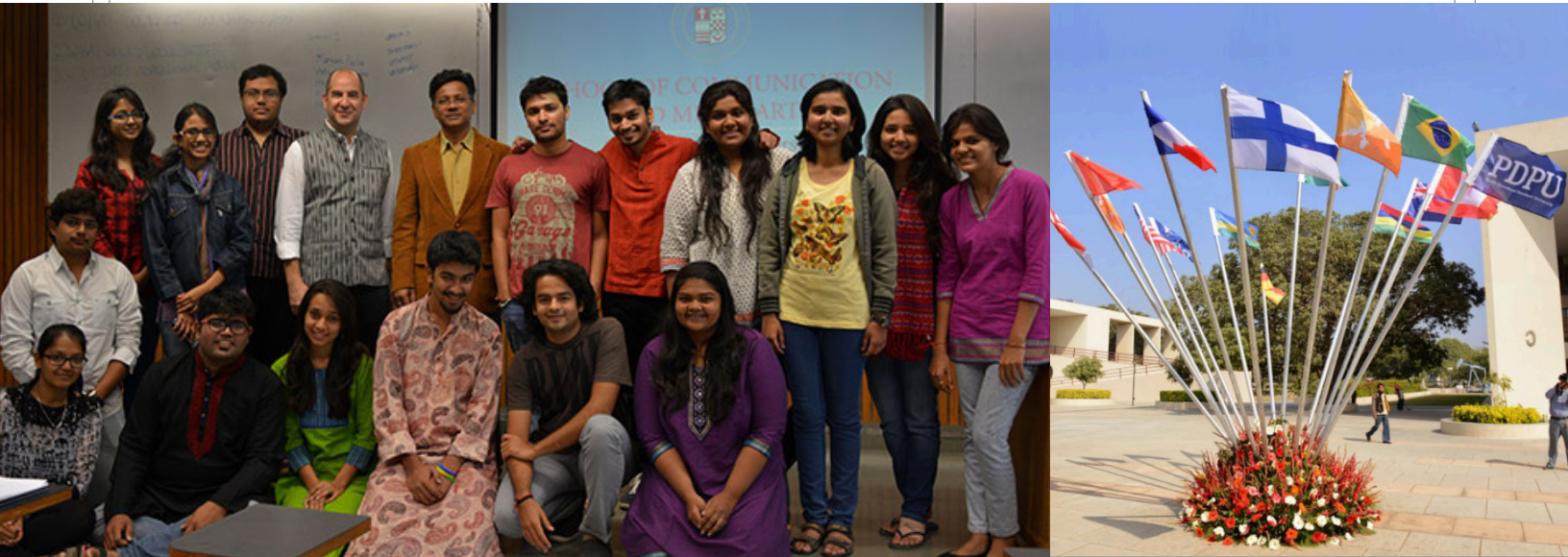
With vision and commitment to become an internationally renowned and respected institution, PDPU has undertaken initiatives to prepare its students and faculty to be global leaders. To complement the process of internationalization, PDPU also is committed to hosting interested international faculty and students on campus for vibrant, effective study and discovery of India.

WHY STUDY IN INDIA?

India, a land of rich and diverse cultures, is the world’s largest democracy. With a history that dates back more than 5,000 years, today’s India is carving a niche for itself as an economic power. Sacred Heart University has established a relationship with Pandit Deendayal Petroleum University in India to give students of both institutions opportunities to experience each other’s cultures and educational offerings.

With the advent of globalization and economic liberalization, nations are growing more enlightened about collaborative efforts in all human endeavors, as well as growing inequalities. As an African proverb says, “It takes a whole village to raise a child.” Likewise, the entire academic world, across and beyond borders, must join hands to create holistic learning experiences for contemporary students and researchers.

The digital revolution and social media enable international students to be better informed about learning experiences in non-traditional destinations. Such interface creates win-win situations for international students, as well as for the host institutes, leading to cultural appreciation and providing a fresh perspective on areas that are of global importance and implications.



THE SCHOOL OF COMMUNICATION & MEDIA ARTS IN COLLABORATION
WITH THE COLLEGE OF ARTS AND SCIENCES AND
THE JACK WELCH COLLEGE OF BUSINESS PRESENTS

WORKING IN A CROSS-
CULTURAL CONTEXT

CONSIDERING PEOPLE, BEHAVIOR
& COMMUNICATION

PANDIT DEENDAYAL PETROLEUM UNIVERSITY,
GANDHINAGAR, INDIA

JAN. 3-14
(WORKSHOP FORMAT OVER 5 DAYS)



Sacred Heart
UNIVERSITY



AN INTERDISCIPLINARY JOURNEY

NOTE

This short course/study tour is a major component of *CM299: Cross-Cultural Communication*. Students must register for CM299 in the spring 2018 semester.

BRIEF COURSE DESCRIPTION

The course provides students with a practical overview of cross-cultural facets in context to processes and issues they must understand to manage people, behavior and communication. The course will focus on creating cultural synergy, managing multicultural teams, negotiating across cultures, decision-making and ethics. Emphasis will center on the development of personal competencies to enable students to develop an understanding about how cultural differences affect work.

OBJECTIVE

- To guide students to understand cross-cultural aspects from work, behavior and communication perspectives
- To expose students to aspects of culture that are unattainable during the normal course of their higher studies in their home country
- To provide a platform to exchange views on personality, behavior and communication and find parallels and differences in the shared world

TENTATIVE COURSE MODULES

- Cross-cultural aspects of personality traits and expression of feelings
- Personal spaces and concept of privacy in Indian context
- Superstition, religion in Indian context
- Concept of elastic time
- Indian business structures and corporate culture
- Intercultural negotiations and communication
- Understanding cultural nuances of humor from Indian perspectives

BENEFITS

This program is designed for undergraduate students. Its beauty lies in its interdisciplinary nature, which aims to illustrate the multifaceted and variegated Indian religions and cultures. The program also focuses on socio-political issues and the evolution of India as a superpower. Pandit Deendayal Petroleum University (PDU) believes such programs are critical, because of the vital role India holds in today's world, and because the future belongs to countries that have a multicultural outlook.

COURSE INSTRUCTORS

Scientists, faculty from management/business schools, government officials, industry professionals, entrepreneurs and artists

COURSE PEDAGOGY AND EVALUATION

Focus on readings, individual and small group activities to increase students' level of consciousness pertaining to diversity, cultural awareness and cross-cultural communication. This course includes hands-on activities instructors can implement to build community and foster cultural appreciation among students, as well as activities to facilitate social engagement.

- A series of experts' lectures and academic visits to meet practitioners of different areas will take place
- The course will comprise lectures, discussions and activities
- Short projects and assignments relevant to topic will be assigned
- Students will complete final presentations on topics assigned by their instructor

SCHOLARSHIP

A limited number of scholarships are available to cover the program fee, accommodations and tuition for the trip. Scholarship recipients will be responsible for their airfare on a group flight and personal spending money. Participating students also will enroll in and receive 3 credits for *CM299: Cross-Cultural Communication* during the spring 2018 semester.

APPLICATION DEADLINE

Early application deadline for scholarship: Nov. 1, 2017

Regular application deadline: Nov. 6, 2017

PROGRAM PROCESS:

Interested students should contact Professor Shanshan Wang at wangs3@sacredheart.edu or Professor Sally Ross at rosss2@sacredheart.edu

