



Intercultural Communication Series: Seminar II

Understanding Cultural Differences in Academic Settings

Tuesday | 25th March, 2014 | 3.00 pm – 5.00 pm

Venue: To be announced

Facilitator: Dr. Asma Abdullah

The series of seminars on Intercultural Communication is designed to prepare students who are studying in a multicultural environment deal effectively with peers from different cultural backgrounds. With an understanding of the concepts and theories in cross cultural communication, students will learn to analyse cultural and behavioural differences and issues in the early stages of a relationship. In addition, they will also acquire knowledge and understanding of appropriate skills and attitudes to enhance their social encounters and interaction with others in academic settings.

This two-hour seminar is intended to create awareness among both local and foreign students on a wide range of communication challenges and problems when they interact in both social and academic settings. This is of particular relevance to university life, where students from many countries and cultural backgrounds have to interact and work together. While it is crucial for foreign students to acclimatize themselves to the host culture, local students too have to develop their communication and interpersonal skills when they relate with others who are not familiar with their values and practices. The seminar is a general introduction for the upcoming 3 Intercultural Communication Series Seminar to help students understand their own cultures and how they differ from others in terms of values and hidden assumptions. The main outcome will be to internalise the values of respect, empathy and appreciation for cultural differences and apply them when they relate with future colleagues from different cultural backgrounds.

The seminar is designed to help students to:

- ✓ become aware of their communication skills and styles when interacting with others from different cultures
cultural interface: intra, inter and cross cultural
- ✓ Create a professional and supportive environment for students from different cultures to work and study together
- ✓ Acquire cross-cultural knowledge, skills and attitudes when they are involved in face to face encounters with people from different cultures
- ✓ Reduce the risks of misunderstanding as a result of intercultural communication
- ✓ Help students to overcome cultural and behavioural issues encountered in the interaction of individuals from different ethnic and national backgrounds
- ✓ re-evaluate your values and assumptions

Profile of Facilitator



Dr. Asma Abdullah specialises on topics related to human resource development, organization development and corporate cultures. She received her formal education from Monash University, Melbourne, University of South California, United States of America, Universiti Malaya (UM) and well as at Universiti Kebangsaan Malaysia (UKM). She lectures on a part time basis at the Graduate School of Management, Universiti Putra Malaysia, on subjects related to the influence of culture on management, Cross Cultural Management, Training and Development and Organization Development.

Her work experience include 8 years of secondary school teaching and curriculum development in a semi government organization and 22 years in an American multinational company as a human resource development practitioner. She has designed, developed, and implemented courses on teambuilding, supervisory development and negotiation skills for both Malaysian and foreign managers.

She has written and published more than 40 articles on culture, women, training and development and authored five books on *Understanding the Malaysian Workforce*, *Going Glocal*, *Understanding Multicultural Malaysia*, *Culture Matters* and *Insights into Malaysian Culture*. She has also designed three cross cultural packages – Culture Detective, Diversophy and Cross Cultural card activity and is available online. She also conducts regular cross cultural orientations for expat managers to help them adjust to working and living in Malaysia.

To name a few, her clients include SHELL Services International, PETRONAS, TESCO, TECHNIP, HSBC, Citibank, Colas, SIRIM, Universiti Utara Malaysia and Universiti Kebangsaan Malaysia. She is a volunteer at Museum Negara Malaysia, a panel member on ASLI's centre for Public Policy Studies, a committee member of JUST International and PCORE and a member of Sisters in Islam. She has been recently appointed by the Minister of Youth and Sports to be on the Board of Directors for the Institute of Research and Development.

All fees must be fully paid before commencement of the course. Otherwise, participants will not be allowed to enter the lecture hall. Students can register for the courses by email: putrasarjana2014@gmail.com or at **Putra Sarjana Office, SGS 2, UPM** or contact **Mr. Mohd Fariq Ismail**.

❖ You can also promote this programme to your friends in and outside the University!

- ✚ Fee : Free (UPM students)
- ✚ RM 50.00 (non UPM students)
- ✚ Only 300 seats available

All UPM Postgraduate are Welcome



Learning Support Unit

School of Graduate Studies
Universiti Putra Malaysia
43400, Serdang, Selangor

Tel : +03-89464229 | Faxes : +03-89464174

Web : <http://www.sgs.upm.edu.my>

Email : fariq@upm.edu.my