



PROMINENCE (2017 - 2020)

Promoting mindful encounters through intercultural competence and experience (PROMINENCE)

The PROMINENCE project addresses the need, especially of SMEs, for present and future employees with intercultural competences in order to overcome cross-cultural communication problems affecting their business activities.

The main output is an online learning and teaching platform to the development of which stakeholders from educational institutions (both students and teachers) and working life (Employers and employees from SMEs) contribute.

The digitally created environment allows accessibility to all stakeholders across borders. The content of the project, promotion of cross-cultural communication skills together with the utilisation of ICT tools and modern pedagogical approaches, aims to increase interoperability and portability of applicable information, as well as to encourage educational institutions to adopt innovative ways of teaching and learning.



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Target Groups

Students, teachers, and staff from the network universities
Employers and employees from SMEs as representatives
from working life.

Methodology

Surveys on intercultural competence among students and SMEs in seven
different countries

Three Intensive Programmes for student at different universities in [Bratislava \(2018\)](#), [Aschaffenburg \(2019\)](#), and [Savoie \(2020\)](#) including case studies and
problem-based learning with focus on:

- Languages and Cultural Diversity.
- Managing and Leading in Different Cultures.
- Practicing Cultural and Emotional Intelligence across Cultures

International Conference in Finland in 2020 in order to discuss the findings with
the different target groups

Intellectual Outputs

The following intellectual outputs will be available for students, teachers
and staff from higher education institutions as well as for SMEs

- PROMINENCE interactive online learning and training platform
for intercultural competence
- PROMINENCE online curriculum for intercultural competence
- PROMINENCE Survey Reports on intercultural competence
- PROMINENCE Conference Proceedings.
- PROMINENCE Articles to Professional Journals
- PROMINENCE E-book as a learning tool for navigating
the on-line learning and training material



Project Rationale

Companies need intercultural competent employees
in order to operate successfully on global markets. This
does not only concern big firms, but also SMEs, which
operate more and more in different countries, and
even on different continents, too. Recent discussions
suggest that language courses and/or the knowledge
of important rules for behaviour, table manners or wel-
come phrases are not sufficient any more. Both a better
understanding for cross-cultural context as well as social
competences are needed in order to master challen-
ges in foreign countries and in order to solve possible
conflicts in an elegant manner.

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Contact

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