

Request for: Intercultural Awareness, Danielle Ramp

Bremen, C.L. van den

very positive impression, eager to learn, willing to share, great team worker though high expectations of herself and therefore of others.

final feedback form

- 01. quality of deliverables handed in by the student
 - 1. Mention each deliverable and give feedback on the quality of them (individual and integrated).

Team E

Group presentation on one of Hofstede's dimensions connected to examples, personal experience, topicality, media etc.:

Very original way of presenting your dimension in the Intercultural Oprahawareness show. Best format of presentation so far for this assignment over all these years, big compliments on the teamwork and creating this concept. Very consistent in this concept by even adding the feature of 'a gift to the people in the audience' and relating these different kind of gifts to the theory, involving the audience in the presentation. Great to have 2 special guest interviewed by Oprah, have them discuss their different viewpoints representing the extremes (stereotypes) within this dimension and by making them personal (context of family) enabling others to understand the theory better. Illustrating examples with movie intermezzo's. You've even arranged special comfortable chairs in the classroom! Connecting the theory to the content was done by litterly cutting into the conversation by clapping and giving some background info. **Marvelous, original, very creative, thank you guys for entertaining us this way!!!** You clearly discussed the theory, and created this together, big team effort! Very original & thorough, well prepared.












Multimedia presentation of in-depth interview with (ex) expat:

Missed a beginning, context was lacking: who is he, what's his name, where does he live, where is he from? Great animations, aesthetically but didn't always make sense. Different perspectives from camera. Links to the theory could be better. After your trailer last week, and the Oprahawareness show I had very high expectations. This presentation was more focused on content, and less on the entertainment part you did so well in the oprahawareness show and trailer. Also it seems like a concept was lacking, a good storyboard missed. It was more a random choice of editing illustrated with nice animations that didn't always make sense (but you could see a lot of time was spent on it, time that could better have been spend on other things). Nevertheless: a nice final presentation with an interesting expat, connected to the theory.

Individual reflection on assignment & design examples

very well taken care of lay-out of the individual deliverable, even a content included and a cover. Interesting example on Christmas. Interesting personal example of Mei and how different she is in that aspect as you being Dutch.

Interesting reflection. What about the quotes in green, are they yours? Don't forget about Ideas & Concepts that is influenced by SCA!

- 02. the student's competency development
 - 2. Indicate learning activity & development of competency areas and give feedback on this.
 - indicate type of learning activity 
 - project /minor and Competency Coach Feedback FMP brief and Competency Coach Feedback assignment / module or other learning activity
 - indicate development 'ideas and concepts' 
 - yes, substantially yes, to some extent no, although expected / intended NA
 - indicate development 'integrating technology' 
 - yes, substantially yes, to some extent no, although expected / intended NA
 - indicate development 'user focus and perspective' 
 - yes, substantially yes, to some extent no, although expected / intended NA
 - indicate development 'socio-cultural awareness' 
 - yes, substantially yes, to some extent no, although expected / intended NA
 - indicate development 'designing business processes' 
 - yes, substantially yes, to some extent no, although expected / intended NA
 - indicate development 'form and senses' 
 - yes, substantially yes, to some extent no, although expected / intended NA
 - indicate development 'teamwork and communication' 
 - yes, substantially yes, to some extent no, although expected / intended NA
 - indicate development 'design and research processes' 
 - yes, substantially yes, to some extent no, although expected / intended NA
 - indicate development 'self-directed and continuous learning' 
 - yes, substantially yes, to some extent no, although expected / intended NA
 - indicate development 'descriptive and mathematical modelling' 
 - yes, substantially yes, to some extent no, although expected / intended NA

Ideas & concepts: the team had to create a presentation out of the theory of Hofstede in combination with their own vision, experience and examples. They also had to come up with a concept for a multimedia presentation of an interview with an expert B

User focus & perspective: understanding the value of the cultural background of the user B

Socio-cultural awareness: the basis for this assignment A

Business Process: the influence of culture in doing business / making business choices B


Form & senses: design of presentations and evaluation B

Teamwork & communication: group work throughout the assignments and the assignment prepares for future Intercultural Teamwork & Communication A

Self directed & continuous learning: a lot of theory had to be studied throughout the assignment in order to be able to work on the assignment and deliverables, also a planning had to be made in order to work on the deliverables B

• 03. process (approach)

◦ 3. Indicate which activity of the (design) process the student has done and give feedback on this.

▪ envisioning / transforming society 

yes, substantially yes, to some extent no, although expected / intended NA

▪ exploring / validating in context 

yes, substantially yes, to some extent no, although expected / intended NA

▪ making: synthesising / concretising 

yes, substantially yes, to some extent no, although expected / intended NA

▪ thinking: analysing / abstracting 

yes, substantially yes, to some extent no, although expected / intended NA

Envisioning/ transforming society: the influence culture has on interaction, communication & design B

Exploring/ validating in context: exploring on the theory and what that means in a work related context B

Synthesising/ concretising: applying theory to practice, finding examples A

Analysing/ abstracting: analyzing of the theory A

• 04. attitude

◦ 4. Describe and give feedback on the student's attitude.

very eager to learn, enthusiastic and critical, high standards on herself and others, put a lot of extra time in this assignment but really showed great results of that!

• 05. advice

◦ 5. What advice would you like to give to the student?

think about different ways of dealing with team work (as you already suggest in your reflection), your expectations, checking each others results and using a planning. Your standard is not other peoples standard, and the added value of teamwork should be in the synergy of attitude, skills & knowledge. Try to find a way to search for this synergy in a way that makes you & your team feel comfortable.

Great idea to reach the undutchables, it's an eyeopener (again) for what you thought was totally normal!