

**EU Asia-Link Project**

**ICCD**

**Internationally Co-ordinated  
Curriculum Development  
for Modules in  
International Communication**

at

Dresden University of Technology  
Germany

University of Limerick  
Ireland

Beijing Institute of Technology  
PR China

University of Dhaka  
Bangladesh

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## Greeting Messages

Nowadays with globalisation being a reality and the world becoming a global village, intercultural knowledge is essential for a peaceful living. The European Commission's initiation of the Asia-Link Programme in the year 2002 offers an institutional framework to realize this goal through sponsoring projects aimed at strengthening ties between Europe and Asia. We, the ICCD project partners, are honoured to be part of the Asia-Link Programme which gives us a great opportunity to contribute towards a common future based on mutual understanding.

ICCD – Project Coordinators



In Zeiten der Globalisierung, die die Welt in ein globales Dorf verwandelt, ist das Wissen voneinander entscheidend für das friedliche Zusammenleben aller. Im Jahr 2002 hat die Europäische Kommission das Asia-Link Programm aufgelegt, um die Zusammenarbeit zwischen Europa und Asien zu stärken. Indem die EU das ICCD Projekt als Teil dieses Programms akzeptiert hat, haben wir als Projektpartner die unschätzbare Möglichkeit erhalten, aktiv an der Gestaltung einer gemeinsamen, von Verständnis geprägten Zukunft mitzuwirken.

Dr. Birgit Häse  
Dresden University of Technology, Germany

Sa lá atá inniu ann, le réaltacht an domhandaithe agus le hathrú an domhain ina ghráig dhomhanda, is bunriachtanas é an t'eolas ar a chéile chun an chomhghaireachtáil shíochánta a chinntiú. Trína chuid urraíochta ar thionscnaimh a neartaíonn naisc idir an Eoraip agus an Áise, soláthraíonn an Clár Naisc leis an Áise, tosaithe ag an gCoimisiún Eorpach sa bhliain 2002, creatlach institiúidiúil dírithe ar an aidhm ghinearálta seo a chur i gcrích. Táimid, na páirtnéirí tionscnaimh, an-bhuíoch díbh as glacadh leis an tionscnamh ICCD mar chuid den chlár seo, is mór an onóir dúinn, an deis a fháil chun cur go gníomhach le todhchaí chomónta, bunaithe ar chomhthuiscint ar a chéile.

Professor Dr. Bernadette Andreosso O'Callaghan  
University of Limerick, Ireland



在全球化的时代，世界变成了地球村，和平的相处更需要人们相互之间的了解。2002 年欧盟委员会设立了欧亚联合项目，旨在促进欧洲与亚洲之间的合作与交流。国际跨文化交流项目得到了欧盟委员会的批准，成为欧亚联合项目的重要组成部分，为我们项目的全体合作成员创造了一个良好机会，能够参与建设我们共同的、充满理解的未来。

Associate Professor Dr. Fanchen Meng  
Beijing Institute of Technology, PR China

এখন বিশ্ব এক ভুবনগ্রামে পরিণত হওয়ায়, এই পৃথিবীতে সৌহার্দ্যপূর্ণ জীবনের জন্য আন্তঃ-সাংস্কৃতিক জ্ঞান অপরিহার্য। এই লক্ষ্য অর্জনের জন্য ইউরোপীয় কমিশনের ২০০২ সালের এশিয়া-লিংক প্রোগ্রাম বিভিন্ন প্রকল্পের মাধ্যমে একে প্রাতিষ্ঠানিক রূপ প্রদান এবং ইউরোপ ও এশিয়ার মধ্যে সম্পর্ক জোরদার করার ক্ষেত্রে গুরুত্বপূর্ণ ভূমিকা রাখার সুযোগ তৈরি করেছে। আমরা আইসিসিডি প্রজেক্টের সদস্যবৃন্দ এশিয়া-লিংক প্রোগ্রামের অংশীদার হতে পেরে গৌরবান্বিত বোধ করছি। আমরা আশা করছি পারস্পরিক সম্পর্কের ভিত্তিতে এক নতুন সাধারণ ভবিষ্যৎ তৈরি করতে প্রোগ্রামটি বিরাট সুযোগ তৈরি করে দেবে।

Professor Ishrat Shamim  
University of Dhaka, Bangladesh



## **Asia Link Programme Description**

The Asia-Link Programme was launched at the beginning of 2002 as an initiative by the European Union (EU) to foster regional and multilateral networking between higher education institutions in European Member States and South Asia, South-east Asia and China.

This five-year programme, which has a total budget of EUR 40 million, aims to provide support to European and Asian higher education institutions in the areas of human resource development, curriculum development and institutional and system development.





## **ICCD Project within Asia-Link**

Over the last two decades rapid economic growth in countries of East, Southeast and South Asia has gripped the attention of the West – Western Europe, Australia, New Zealand and the United States. Since the 1990s, prediction by Western and Asian scholars, economists and politicians has been rife that the 21<sup>st</sup> century would be the Asian century. The Southeast Asian miracle has been viewed with fascination even with awe by the West and with pride by the Asians.

During the last three decades, rapid economic development in Asian countries has not only opened up local markets for international companies, but is also integrating local societies into global economic, cultural and political realms. Consequently, these countries are undergoing rapid social transformation.

Asia's rapid development has posed a challenge and signalled the West to prepare for forging new partnership with Asia. The Western community has underestimated this challenge for a long time.

The emergence of Asia as a key partner in the global village has been determined to a large extent by its institutional and economic structures. But there has been inadequate cultural exchange and superficial mutual understanding between the two regions, which has led to long lasting prejudices. The West has viewed Asia as “different” and “difficult” in terms of language, culture and history as well as in social encounter. Asia has equally characterized the Western communities as hegemonic

powers that merely pursues material possessions. Asia's becoming a more and more important global player sensitizes both – the East and the West – for their lack of profound understanding and their “need” of each other. This impinges on the process of constructing various concepts of identity in both regions.

Globalisation brings about the task of meeting its challenges in a more creative way for a future world free of poverty, conflict and alienation. It demands a greater dialogue among civilizations and a much closer mutual understanding among people. Recent developments in communication technology offer a wide range of opportunities for promoting intellectual exchange and for enhancing personal experiences. It is needless to stress that profound knowledge about the world beyond one's own culture becomes one of the key qualifications in the global era. It requires a new vision of education that views transmission of intercultural knowledge as one of its key tasks. Universities as institutions offering higher education are ideal institutions to fulfil this global task. One of the most important challenges before universities is therefore to design common curricula and courses, which are internationally comparable and acceptable across cultures.

The Project *Internationally Co-ordinated Curriculum Development for Modules in Intercultural Communication* (ICCD) contributes to this demand. Its purpose is to strengthen the intercultural and multimedia competence of professors and students from different

academic fields and to deepen their understanding of the Asian and European regions.

An academic institution usually pursues abstract and theoretical knowledge. Despite the undeniable necessity for it, applied knowledge is essential in meeting the challenges of globalisation, especially in intercultural communication and transnational learning.

The ICCD Project aims at achieving both the theoretical and the practical aspects. It can be realized by developing and implementing multimedia-based, trans-national and trans-cultural class-modules. These modules will be incorporated into the curricula and offered at the universities, thus strengthening the internationalisation of each project partner university.

The ICCD Project was accepted under the Asia-Link Programme's 1<sup>st</sup> deadline of the 2<sup>nd</sup> Call for Proposals. It is co-funded with EUR 299,990.23 equalling 66.37 per cent of the total project costs. It commenced in March 2004 and will be spread over a period of thirty-six months.

## Modules

The ICCD Project will develop and implement two class-modules covering two terms each. These modules will be linked by standardized contents and interconnected syllabi, and will provide the students with the opportunity to learn and study in close connection with classmates from the four partner institutions.

### *1<sup>st</sup> Module: Self-awareness and images of the “other” in Asian and European cultures*

This module aims at understanding ideas of “self” and “other” as constructs, developed under special historical, social, political and economic circumstances and on the basis of different religious beliefs as well as philosophical thoughts. Asian and European constructs of self, society and identities – individual, collective, gender and national – will be analysed. The influence of historical images of the “other” and the impact of these images on today’s views of different cultures will be deconstructed and stereotypes made visible.

### *2<sup>nd</sup> Module: Economic development and culture*

This module aims at understanding the interface of development and culture in the developed and developing countries. The central focus of the course is upon the interrelationship between economic development and modernity and the emerging issues of post development. The module will examine in detail the challenges of economic development and modernization in



the four partner countries – Bangladesh, China, Germany and Ireland – with special reference to population, resources, environment, inequality, poverty, gender relationships, political culture, and governance as well as globalisation with a focus on trade, transnational corporations and foreign aid exemplified by case studies from the four partner countries.

## Software Training

All intercultural communication overcoming borders and space needs technical solutions. To enable a proper exchange of knowledge and discussion of topics, the lecturers and students involved in the modules at various places have to make use of internet based platforms. Hence the ICCD Project develops specific task oriented web and class pages and offers communication tools like message boards, mailing lists etc.

Two software training sessions are being held to enhance the multimedia competence of the lecturers and to allow them to set up the necessary technical framework relevant for a successful implementation of the modules.

The software trainings include:

- creating individual web and class pages
- establishing proper internal structures and formatting
- setting up server communication
- administration of domains
- installing password protection to ensure privacy when needed
- installation of and usage of communication tools, i.e. message boards, mailing lists, net meetings etc.

The ICCD Project has developed its own software tutorials. These are used during the training sessions and can serve as independent manuals as well.

## Logo



In almost all cultures linking and establishing ties are represented by the art of knotting. This art is a well-known part of the local cultures of all four project partners. The ICCD Project logo with its knots and the four edges resulting in an intertwined circle symbolizes establishing links at various levels, the four partners and unity among them.

The logo itself was inspired by Celtic knots. It was created by Carsten Storm and adopted for presentations by Antje Löser.



## Participants

### *Institutional*

The ICCD Project links four universities:

Centre for East Asian Studies

at Dresden University of Technology (TUD), Germany

TUD was founded in 1828 and is among Germany's oldest universities of technology. The Centre for East Asian Studies was established as a centre for area studies in 1998.

Euro-Asia Centre

at University of Limerick (UL), Ireland

UL was founded in 1972. It is the first new university established since the foundation of the State. The Euro-Asia Centre is part of its Kemmy Business School.

School of Management and Economics

at Beijing Institute of Technology (BIT), PR China

BIT was founded in 1940 in Yan'an. Its School of Management and Economics was established in 1994.

Department of Sociology

at University of Dhaka (DU), Bangladesh

DU was founded in 1921. Its Department of Sociology was established in 1957 and is by now the largest department of the University.



## *Staff*

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School of Management and Economics  
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Professor Ishrat Shamim  
Department of Sociology  
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## ICCD Lecturers



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Beijing Institute of Technology



Professor S. Aminul Islam  
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University of Dhaka



Professor Dr. A. I. Mahbub Uddin Ahmed  
Department of Sociology  
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## ICCD Project Management



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Office of Vice Rector of Science  
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Each term the ICCD Project personnel are completed by post graduate and student assistants.



## Contact

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Euro-Asia Centre  
University of Limerick, Ireland  
[www.ul.ie/eac](http://www.ul.ie/eac)

School of Management  
Beijing Institute of Technology, PR China  
[www3.bit.edu.cn/eversion](http://www3.bit.edu.cn/eversion)

Department of Sociology  
University of Dhaka, Bangladesh  
[www.univdhaka.edu](http://www.univdhaka.edu)

*European Union*

Asia-Link Programme  
[www.europa.eu.int/comm/europeaid/projects/asia-link](http://www.europa.eu.int/comm/europeaid/projects/asia-link)

European Commission  
[www.europa.eu.int](http://www.europa.eu.int)

EuropeAid Co-operation Office  
[www.europa.eu.int/comm/europeaid](http://www.europa.eu.int/comm/europeaid)

European Union in the World  
[www.europa.eu.int/comm/world](http://www.europa.eu.int/comm/world)



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## Notes



