



## COURSE UNIT DESCRIPTION

Course unit title	Code
<b>Intercultural Communication</b>	

Annotation
<p>Communication is centered on language, as the usual means to pass on one's culture to other generations and to reveal deeper insights to representatives of other cultures. However, communication extends into non-verbal communication and other behavior that gives messages about our expectations and beliefs. We think, interpret, speak, move, eat the way we have been taught, seen or done it in our own cultural environment. When people from different nationalities or cultures come together in teams, meetings, negotiations, as employees, or as simple citizens in casual encounters, they bring with them different expectations and beliefs, of how they should work together. In other words, they contribute to the whole with their own cultural input, and as no culture is "right", or "wrong", "better" or "worse", we should learn to not merely accept but also appreciate the values and ways of others. This course may serve the purpose of preparing 21<sup>st</sup> century decision makers for the challenges of a multicultural environment.</p>

Lecturer(s)	Department, Faculty
<b>Coordinating: Dr. Mariana Sueldo</b>  <b>Other:</b>	Faculty of Communication

Study cycle	Type of the course unit
I and II cycles	Elective

Mode of delivery	Semester or period when it is delivered	Language of instruction
Blended/On campus/Online (TBC)	Fall	English

Requisites	
<b>Prerequisites:</b>	<b>Co-requisites (if relevant):</b>

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	38	92

Purpose of the course unit: programme competences to be developed		
<p>The course is intended to provide core knowledge of cultural analysis and cross-cultural behavior to develop the necessary skills for professional and successful communication in any given society, a local and/ or multinational company with multicultural staff and clients. Also, the course provides some negotiation theory and practice. After the graduating from the course students are expected to have theoretical and practical knowledge of strategic organizational communication, and cross-cultural business communication, and intercultural negotiation. Several different teaching approaches are utilized to provide students with multiple ways to learn the material. These are classroom lectures, case discussions, analysis and evaluation of real-world communication cases, research of real companies and the impact of communication management on company performance and personal effectiveness as global communicators.</p>		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
LO1. To name and apply major strategic organizational communication and cross cultural business communication concepts;	Lecture, self-study,	case study, seminar participation, project presentation, exam

LO2. To be able to analyze and research main issues of international organizational communication	Lecture, problem solving, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
LO3. To be able to analyze international communication management aspects in organizations as an essential instrument of successful company performance	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
LO4. To be able analyze external and internal communication processes and the need for global communication competence and management	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
LO5. To name main concepts of intercultural negotiations strategies and styles and national profiles.	Lecture, problem solving, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
LO6. To be able to analyze needs an aspects of a company's communication strategy, and provide recommendations for professional communication management	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
LO7. To be able to work in a team, to present work results in written or oral form, to be able to argument decisions	Group homework, seminar, self-study	case study, seminar participation, exam

Course content: breakdown of the topics	Individual work: time and assignments					Assignments Literature reference (by author) Assigned chapters
	Lectures	Tutorials	Seminars	Contact hours, total	Individual work	
Introduction: course aims and assignments. What is culture? Iceberg model	1	1	1	3	6	Individual answers Active participation in class
Nature and Nurture. Values theories/models: Kluckhohn-Strodbeck; Inglehart-Welzel.	3	1	5	4	8	Reading assigned literature Practical assignment
Culture, communication, institutions and organizations Theories, models, dimensions: Hofstede, Trompenaar, R. Lewis	3		2	2	14	Reading assigned literature Graded assignment 1
Non-verbal aspects of cross-cultural communication E.T Hall. , Merhabian	2	1	2	4	8	Reading assigned literature Graded assignment 1 Active participation in class
Intercultural Ethics. Human rights Nepotism, corruption, bribery. Prejudice and stereotypes and CQ.	2		1	4	12	Reading assigned literature Graded assignment 1 Active participation in class
Managing and working in multicultural teams Leadership across cultures	2	1	2	4	10	Reading assigned literature Graded assignment 2 Active participation in class
Issues on Cross-cultural marketing communications	2	1	2	4	10	Reading assigned literature Graded assignment 2 Active participation in class
<b>Total</b>	<b>15</b>	<b>8</b>	<b>15</b>	<b>38</b>	<b>92</b>	

**NOTE:**

**The course instructor has the right to:**

1. Use or not use slides (PowerPoint or any other digital format) to deliver class contents.
2. Upload or not her own notes/slides in Moodle platform. Slides are the instructor's personal material and authorship.

**Each student is responsible for**

1. his/her own attendance, note-taking of class materials,
2. finding required readings suggested on the listed literature sources,
3. finding partners for pair/groupwork
4. preparing and submitting assignment on the scheduled date and time.

Assessment strategy	Weight %	Deadline	Assessment criteria
<b>1. Individual assignment:</b> 10- minute presentation <i>(*shorter if large number of enrolled students)</i> <i>If the enrolment surpasses 20 students, the assignment will be an individual written paper.</i>	25  (attendance and active participation also count here)	<i>Mid - october</i>	Students will have to deliver a semi-structured presentation based on lectures 1-3 key concepts and personal reflection: <b>What made me who I am?</b> More details will be provided during lectures and a task description will be available in the e-learning platform. <i>Note: Presentations will not be scheduled in advance, thus students may be called to present their work at any given time during the course.</i>
3. Group assignment: research and presentation	35	<i>On scheduled seminars Dates will be assigned to groups.</i>	A 20-minute presentation. Students will get a specific country and a particular topic to do research and present assigned country's cultural specifics and compare it with their country of origin (or any other of their own choice). They will apply theories and models assigned and discussed in lectures, and illustrate their topic with real-life samples (ads, news, laws, events, etc.). Besides, students also have to prepare interactive tasks (discussion questions, quiz, cases) to involve the whole group during their presentation. More details will be provided during lectures and a task description will be available in the e-learning platform. A <b>one-page</b> briefing <b>hard-copy</b> (including names, date, assigned country & topic) has to be submitted on the scheduled presentation day for grading.
4. Final Exam	40	First week of exam session	It will consist of brief answers (to mini- case studies) and multiple-choice questions about all the topics covered during the course.

**LITERATURE SOURCES/LEARNING MATERIALS:**

Author	Publishing year	Title	Issue of a periodical or volume of a publication ; pages	Publishing house or internet site
<b>Required reading</b>				
Maude, B	2011	Managing Cross-cultural Communication. Principles and Practice		Palgrave. MacMillan. UK.
Lewis, R	2006	When cultures collide. Leading across cultures <a href="http://www.utntyh.com/wp-content/uploads/2011/11/When-Cultures-Collide.pdf">http://www.utntyh.com/wp-content/uploads/2011/11/When-Cultures-Collide.pdf</a>		Nicholas Brealey International. Boston, MA 02116 USA.
Brett, J. M.	2014)	<i>Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions across Cultural Boundaries</i>		(3rd ed.). Jossey-Bass.
Hofstede, G., Hofstede, G. J., & Minkov, M.	2010	<i>Cultures and organizations: software of the mind: intercultural cooperation and its importance for survival.</i>		McGraw-Hill

		( <a href="https://www.hofstede-insights.com/country-comparison-tool">https://www.hofstede-insights.com/country-comparison-tool</a> )		
Trompenaars, F.		<a href="https://www.mindtools.com/pages/article/seven-dimensions.htm">https://www.mindtools.com/pages/article/seven-dimensions.htm</a>		
<b>Recommended (optional) reading</b>				
Rings, G., & Rasinger, S. (Eds.).	2020	<i>The Cambridge Handbook of Intercultural Communication.</i>		Cambridge University Press.
Jandt, F.	2020	An Introduction to Intercultural Communication		Sage
Abramson, N. R., & Moran, R. T	2017	Managing Cultural Differences: Global Leadership for the 21st Century		Routledge.
Usunier, J.C, Lee, J.A.	2013	Marketing across cultures		Pearson
Hall, E. T.	1989	<i>Beyond culture (A book review:</i> <a href="https://journals.sagepub.com/doi/pdf/10.1177/1470595811398797?casa_token=vwka0YByfTIAAAAA:NB-SY6GsY4DjqdjgwLPlhJTVy0bBE-HSx7Drhj-GuvEewTFY9djZofE9GSG3f0lPEBiBu4jA5z4">https://journals.sagepub.com/doi/pdf/10.1177/1470595811398797?casa_token=vwka0YByfTIAAAAA:NB-SY6GsY4DjqdjgwLPlhJTVy0bBE-HSx7Drhj-GuvEewTFY9djZofE9GSG3f0lPEBiBu4jA5z4</a>		Anchor.
Klyukanov, I.	2020	<i>Principles of intercultural communication</i>		Routledge