



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Intercultural Communication	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: assoc. prof. Aistė Vitkūnė-Bajorinienė Other(s):	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
First	Elective

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face / on-line	Spring semester	English

Requirements for students
Prerequisites: Management, Global Marketing

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed		
<p>This subject aims to develop:</p> <ul style="list-style-type: none"> • the ability to analyze and use information related to cultural differences in business and marketing; • to apply the theoretical knowledge of intercultural management in the practical activities of business organizations; • the ability to raise and address intercultural behaviour issues arising in global marketing and business environment; • the ability to think critically and apply theoretical knowledge in practice; • the ability to communicate and collaborate in multicultural teams. 		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Student will know how culture influence the global business environment and will understand the need to developing intercultural competence.	Lecture (traditional or interactive), discussion, case study, problem-based learning, collaborative learning, mapping of ideas (thoughts) and concepts, role-plays, group (team) work	<p>Group presentation on comparative analysis of two chosen cultures</p> <p>Test</p> <p>Exam (test)</p>
Student will be able to analyze the impact of cultural orientations on the management of companies in different countries.		
Student will understand intercultural differences and be able to apply them in communication with partners in the product value chain.		
Student will know the principles of teamwork and will be able to apply them in solving tasks in an international team.		
Student will be able to understand and interpret the specifics of intercultural communication, prepare and participate in intercultural negotiations.		

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work Internship/work	E-learning	Contact hours	Self-study hours	Assignments	
1. Introduction to the course. The concept of intercultural communication. Elements of intercultural competence.	2						2			
2. Intercultural aspects of communication process management. Typologies and models of cultures. E. T. Hall's Culture Analysis Model. G. Hofstede's Dimensions of Culture. The Lewis Model.	2		2				4	4	For reading: Ahrndt Sh. (2020). Beliefs, Values, and Cultural Universals, p. 56-62. Individualism and collectivism scale for self-assessment	
3. Influence of different contexts on intercultural communication: cultural, microcultural, environmental, perceptual and sociorelational contexts (J.W. Neuliep). The concept of ethnocentrism and its influence on intercultural communication.	6		2				8	4	Preparation for the discussion on the topic "Individualism and collectivism in my culture". Value Mapping activity Generalized ethnocentrism scale for self-assessment	
4. Comparative analysis of intercultural communication in different countries	2		2				4	12	Assignment preparation. Delivery of presentations	
5. Cultural differences in verbal communication. The influence of culture on language. Language and gender. Language and hostility. High-context and low-context cultures by E. T. Hall.	4		2				6	10	Preparation for discussion on verbal barrier avoidance	
6. Cultural differences in nonverbal communication: physical appearance, kinesics, oculesics, paralanguage, haptics, proxemics, olfactics, and chronemics.	4		2				6	12	Analysis of video material	
7. The concept of <i>the other</i> and the influence of <i>otherness</i> on intercultural communication. Cultural stereotypes: concept, content, formation. Influence of cultural stereotypes on intercultural communication.	2						2	6	For reading: Ahrndt Sh. (2020). Social Categorization, Stereotyping, and Discrimination, p. 29-55.	
8. Cultural tourism: opportunities and limitations of cultural cognition. Adaptation in a foreign culture: concept, stages of the process, levels of adaptation. Factors influencing cultural adaptation. Food and communication.	2		2				4	8	Preparation for the discussion on the basis of the selected film according to the analysis questions	
9. The influence of culture on international business negotiations. Negotiation strategies and their impact on the negotiation process. Management of intercultural conflicts.	4						4	6	Ting-Toomey S. & Dorjee T. (2017). Cross-cultural facework, conflict styles, and forgiveness, p.160-164 (in Ling Chen, Intercultural Communication)	
10. International advertising. The influence of culture on advertising. Jungian archetypes in visual intercultural communication.	4		4				8	12	Analysis of the selected advertisements	
Preparation for the exam								8	Literature reading	
Total	32		16				48	82		

Assessment strategy	Weight, %	Deadline	Assessment criteria
Group presentation on comparative analysis of two chosen cultures	30%	During the semester	<p>Students working in groups of 2-3 people, will have to prepare a comparative analysis of two chosen cultures and deliver a presentation. It is required that presenters use cultural communication theories and move beyond them in adding more context, analysis, and making links between the selected readings. A PowerPoint presentation is mandatory.</p> <p>The project work is performed by a group of students collectively, everyone receives the same assessment. The presentation is given by one or more students at their discretion.</p> <p>Evaluation Criteria:</p> <p>10 points (excellent) - detailed and clear comparative analysis based on the application of theories, detailed reasoning and accurate examples.</p> <p>9 points (very good) - clear comparative analysis, partially based on the application of theories, detailed reasoning and accurate examples.</p> <p>8 points (good) - partly clear comparative analysis, partly based on the application of theories, reasoning and examples are presented.</p> <p>7 points (fair) - vague comparative analysis, minimally based on the application of theories, examples are provided.</p> <p>6 points (satisfactory) - incomplete comparative analysis, with some small inaccuracies.</p> <p>5 points (poor) - the comparative analysis is weak, many inaccuracies.</p> <p>1 - 4 points (unsatisfactory) - the analysis is imprecise, incomplete, with many errors.</p>
Test	30%	During the semester	<p>The test consists of 5 open-ended and 10 closed-ended questions.</p> <p>Evaluation Criteria:</p> <p>10 points (excellent) - detailed and clear answers, excellent knowledge of theories and the ability to apply them to cases.</p> <p>9 points (very good) - clear answers, very good knowledge of theories and the ability to apply them to cases.</p> <p>8 points (good) - some of the answers are correct, good knowledge of theories and the ability to partially apply them to cases.</p> <p>7 points (fair) - some correct answers, limited knowledge of theories.</p> <p>6 points (satisfactory) - some correct answers, little knowledge of theories.</p> <p>5 points (poor) - incomplete answers, many mistakes.</p> <p>1 - 4 points (unsatisfactory) - inaccurate answers, many gross errors.</p>
Written exam	40 %	During the session	<p>The test consists of 5 open-ended and 10 closed-ended questions.</p> <p>Evaluation Criteria:</p> <p>10 points (excellent) - detailed and clear answers, excellent knowledge of theories and the ability to apply them to cases.</p> <p>9 points (very good) - clear answers, very good knowledge of theories and the ability to apply them to cases.</p> <p>8 points (good) - some of the answers are correct, good knowledge of theories and the ability to partially apply them to cases.</p> <p>7 points (fair) - some correct answers, limited knowledge of theories.</p> <p>6 points (satisfactory) - some correct answers, little knowledge of theories.</p> <p>5 points (poor) - incomplete answers, many mistakes.</p> <p>1 - 4 points (unsatisfactory) - inaccurate answers, many gross errors.</p>

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Ahrndt Sh.	2020	Intercultural Communication		Open Educational Resources Collection. 24. https://irl.umsl.edu/oer/24
Lewis R. D.	2006	When Cultures Collide. Leading across cultures		Boston, London: Nicholas Brealey International
Neuliep J. W.	2021	Intercultural Communication A Contextual Approach		London: SAGE Publications
Supplementary reading				
Dai X. & Chen G. M. (Eds.)	2017	Conflict management and intercultural communication: The art of intercultural harmony		Taylor & Francis
Holmes P.	2017	Intercultural communication in the global workplace, critical approaches	The international encyclopedia of intercultural communication, 1-16.	New York: John Wiley & Sons
Irimiaș E.	2011	Behavioural stereotypes in intercultural communication	Acta Universitatis Sapientiae, Philologica, 3(2), 167-174.	