



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
<b>GLOBAL COMMUNICATION AND NEGOTIATION</b>	

Academic staff	Core academic unit(s)
<b>Coordinator:</b> Prof. Dr. Dalia Štreimikienė <b>Assistant:</b> Junior Assist. Gabija Stanislovaitytė	Vilnius University Kaunas Faculty Institute of Social Sciences and Applied Informatics Muitinės str. 8, LT-44280 Kaunas

Study cycle	Type of the course unit
Second cycle	Compulsory, Individual Studies

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face to face/Remote	Autumn semester	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	32	98

### Purpose of the course unit

The knowledge acquired during the course will enable to analyze, understand and evaluate the differences between different cultures and phenomena in the global multicultural environment, see their causes and forecast trends and apply the acquired knowledge of intercultural communication and negotiation to international business development, successful teamwork and negotiation for solving cross-cultural conflicts and taking into account the needs of society in the context of sustainable development.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will be able to communicate and successfully collaborate in the global marketplace, understanding the multicultural and intercultural environment, properly appreciating, recognizing and respecting cultural differences, making decisions related to the dimensions of intercultural environment change and sustainable development	Lectures. Seminars (analysis of various intercultural communication situations, case presentations, discussions and discussions, performance of various practical tasks) Self-study. Prepare a detailed case study of the cultural specificities and business etiquette, communication and negotiations of the selected specific country and present and discuss in a seminar	Exam and colloquium. Theoretical assessment (test with open and closed questions). Evaluation of practical tasks and presentations and participation in discussions during the seminar. Evaluation of independent work (evaluation of the performed case analysis report and evaluation of the case presentation in the seminar)
Will be able to present properly innovative business solutions to employees and business partners, based on theories and models of intercultural communication, allowing to assess cultural differences and societal needs in the context of sustainable development and other global challenges	Lectures. Seminars (analysis of various intercultural communication situations, case presentations, discussions and discussions, performance of various practical tasks) Self-study. Prepare a detailed case study of the cultural specificities and business etiquette, communication and negotiations of the selected specific country and present and discuss in a seminar	Exam and colloquium. Theoretical assessment (test with open and closed questions). Evaluation of practical tasks and presentations and participation in discussions during the seminar. Evaluation of independent work (evaluation of the performed case analysis report and evaluation of the case presentation in the seminar).

Will be able apply properly the principles of intercultural communication and negotiation and make effective use of available human resources to generate the greatest benefits for business and society and to manage various risks in cooperation and negotiation with business partners in other countries.	Lectures. Seminars (analysis of various intercultural communication situations, case presentations, discussions and discussions, performance of various practical tasks) Self-study. Prepare a detailed case study of the cultural specificities and business etiquette, communication and negotiations of the selected specific country and present and discuss in a seminar	Exam and colloquium. Theoretical assessment (test with open and closed questions). Evaluation of practical tasks and presentations and participation in discussions during the seminar. Evaluation of independent work (evaluation of the performed case analysis report and evaluation of the case presentation in the seminar).
Will be able to apply properly the principles of intercultural communication and negotiation and make effective use of available human resources to attract foreign partners and initiate and successfully manage international projects, taking into account cultural differences and sustainable development priorities	Lectures. Seminars (analysis of various intercultural communication situations, case presentations, discussions and discussions, performance of various practical tasks) Self-study. Prepare a detailed case study of the cultural specificities and business etiquette, communication and negotiations of the selected specific country and present and discuss in a seminar	Exam and colloquium. Theoretical assessment (test with open and closed questions). Evaluation of practical tasks and presentations and participation in discussions during the seminar. Evaluation of independent work (evaluation of the performed case analysis report and evaluation of the case presentation in the seminar)
Will be able to apply properly the theories of intercultural communication and negotiation and the principles of the latest management theories to the international development of international business projects and organizations.	Lectures. Seminars (analysis of various intercultural communication situations, case presentations, discussions and discussions, performance of various practical tasks) Self-study. Prepare a detailed case study of the cultural specificities and business etiquette, communication and negotiations of the selected specific country and present and discuss in a seminar	Exam and colloquium. Theoretical assessment (test with open and closed questions). Evaluation of practical tasks and presentations and participation in discussions during the seminar Evaluation of independent work (evaluation of the performed case analysis report and evaluation of the case presentation in the seminar)

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
Introductory lecture. Introduction to the course.	2						2	10	Lectures and seminars will be delivered, during seminars students will be assessed for the theoretical course that was delivered during theoretical lectures as well as solve exercises on communication with representatives of different cultures. The students will also have to prepare homework (write an essay), which aims to present detailed analysis of
The concept of communication and its place in the management science. Interpersonal communication, global communication, the main forms of communication, understanding the importance of communication, verbal and non-verbal interpersonal communication.	2		1				3	7	
Culture in the communication science. The concept of culture, culture and civilisations, culture and religion, formal and informal culture, culture and values, cultural identity in the context of global communication.	2		1				3	7	
Global intercultural communication theories. The theory of high- and low- context cultures by E. Hall, the theory of cultural openness to the world and information by R. D. Lewis, G. Hofstede's cultural theory, E. D. Hirsch's theory of cultural literacy, S. P. Huntington's theory and other theories.	6		1				7	14	

Efficient international negotiations and cross-cultural conflicts. Causes of cross-cultural conflicts, conflict resolution strategies, negotiating features in different cultures: decision-making, ethics, compromise, language, body language, silence.	4		2				6	11	communication with a representative from specific country. Theoretical lectures will be delivered applying a problematic teaching method, while seminars will be dedicated to presenting students homework, discussions and case analysis of communicating with representatives of different cultures. The mid-term control work will also be taken, during which the students will be assessed for a part of theoretical course. Literature (Harhie, 2011, p. 1-43; p. 399-433).
Preparing for a mid-term assessment.								14	
Culture shock, acculturation, and stereotypes. The concept of culture shock, acculturation, the concept of stages of culture shock, the advantages of culture shock, M. Benett's foreign cultural assimilation model, the concept of stereotypes, the social roles of stereotypes and the importance of international communication, prejudices in the international and global cross-cultural communication.	2		1				3	7	Lectures were delivered. Seminars will be delivered, where students will be assessed for the theoretical course that was delivered during theoretical lectures as well as solve
The basics of communication and ethics of European nations: cross-cultural analysis of non-verbal codes, attitudes towards times, communication methods, manners and behaviour: norms and non-written rules, personal space, etiquette and negotiation styles.	2		1				3	7	exercises on communication with representatives of different cultures. The students will also have to prepare
The basics of communication and ethics of Asian nations: cross-cultural analysis of non-verbal codes, attitudes towards times, communication methods, manners and behaviour: norms and non-written rules, personal space, etiquette and negotiation styles.	2		1				3	7	homework (write an essay), which aims to present detailed analysis of communication with a representative from specific country. Theoretical lectures will be delivered applying a problematic teaching method, while seminars will be dedicated to presenting students homework, discussions and case analysis of communicating with representatives of different cultures.

									Literature (Harhie, 2011, p. 433-479; Foster, 2004a,b)
Preparing for the exam and taking the exam.		2					2	14	
Total	22	2	8				32	98	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Colloquium	30%	Weeks 9 to 10	<p>Written test consists of open and closed questions. The evaluation is as follows:</p> <p>3: Excellent knowledge and skills. Assessment level. 90% to 100% of correct answers.</p> <p>2.5: Good knowledge and skills, non-essential mistakes are allowed. Synthesis level. 70% to 89% of correct answers.</p> <p>2: Average knowledge and skills, there are some mistakes. Analysis level. 50% to 69% of correct answers.</p> <p>1.5: Knowledge and skills are lower than average, there are some (essential) mistakes. Knowledge application level. 30% to 49% of correct answers.</p> <p>0.5: Knowledge and skills still meet minimum requirements. A lot of mistakes. Knowledge and comprehension level. 10% to 29% of correct answers.</p> <p>0: Minimum requirements are not met. 0% to 9% of correct answers.</p>
Homework (abstract)	30%	Until the beginning of the session	<p>Provide a comprehensive analysis of communication and negotiation with a representative of selected culture in the form of an abstract, up to 20 to 25 pages. The abstract should be submitted and presented during seminars prior to the beginning of the session. Evaluation:</p> <p>3 – the abstract is completed according to all requirements, the quality of the work is excellent. 90% to 100% of the sections are completed, references are cited properly, there are no spelling or grammar errors, there are no contradicting arguments in various sections of the abstract, and structure of the abstract is logically sound and coherent.</p> <p>2 – the abstract is well done, 70% to 89% of the sections are completed, references are cited properly, there are no spelling or grammar errors, there are no contradicting arguments in various sections of the abstract, and structure of the abstract is logically sound and coherent. There are no more than two flaws in the abstract.</p> <p>1 – the abstract is satisfactory, 50% to 69% of the sections are completed, the tasks are completed satisfactorily, goals and tasks of the assignment are met. There are some spelling and grammar mistakes, citations do not meet the requirements, there are some contradictions and discrepancies between arguments in various sections of the abstract. There are less than two major flaws in the abstract.</p> <p>0 – the abstract is not satisfactory, 0% to 40% of the sections are completed, goals and tasks of the assignment are not met, a lot of unrelated information is provided, references are not listed, there are spelling and grammar mistakes, arguments in various sections of the abstract are not coherent and contradict each other. There are more than two major flaws in the abstract.</p>
Exam	30%	On the day of the exam	<p>The test consists of open and closed type questions (of different difficulty, from comprehension to assessment), each is worth one point. The evaluation is performed as follows:</p> <p>3: Excellent knowledge and skills. Assessment level. 90% to 100% of correct answers.</p> <p>2.5: Good knowledge and skills, non-essential mistakes are allowed. Synthesis level. 70% to 89% of correct answers.</p> <p>2: Average knowledge and skills, there are some mistakes. Analysis level. 50% to 69% of correct answers.</p>

			<b>1.5:</b> Knowledge and skills are lower than average, there are some (essential) mistakes. Knowledge application level. 30% to 49% of correct answers. <b>0.5:</b> Knowledge and skills still meet minimum requirements. A lot of mistakes. Knowledge and comprehension level. 10% to 29% of correct answers. <b>0:</b> Minimum requirements are not met. 0% to 9% of correct answers.
Active participation in seminars	10%	During the semester	It is necessary to attend all seminars and actively participate in discussions and in solving the tasks related to case studies.
<p>Student's knowledge and skills during the session are assessed only if he/she fulfilled the requirements and assignments of a mid-term test during the semester.</p> <p>Student's knowledge and skills throughout all the tests and the examination is assessed from 1 to 10 points. The course is passed if:</p> <ul style="list-style-type: none"> <li>• The results of all the tests are not lower than 5 points;</li> <li>• The mark of the examination is not lower than 5 points;</li> </ul> <p>The final mark is presented not later than 4 days after the examination.</p> <p>For the external examination, the following formula is applied: Final grade = (paper and its presentation grade)*0,5 + (examination grade)*0,5</p> <p>Evaluation strategy working remotely the same as expected</p>			

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
<b>Required reading</b>				
Hargie, O.	2011	Skilled interpersonal communication: research, theory and practice	Textbook	NY: Routledge
Donal Carbaugh	2017	The Handbook of Communication in Cross-cultural Perspective	Textbook	NY: Routledge
Hofstede, G.	1977	Cultures and Organizations: Software of the Mind. 1st edition	Textbook	McGraw-Hill USA
Chhokar, J. S. Brodbeck, F. C., House, R. J.	2013	Culture and Leadership Across the World: The GLOBE Book of In-Depth Studies of 25 Societies	Textbook	NY: Routledge
Gesteland, R. R.	1996	Cross-cultural Business Behavior: Marketing, Negotiating and Managing Across Culture	Textbook	Handelshøjskolens forlag
Avruch, K.	1999	Culture and Conflict Resolution	Textbook	Washington: United States Institute of Peace Press
<b>Recommended reading</b>				
Foster, D.	2000	The Global Etiquette Guide to Asia	Textbook	New York: John Wiley and Sons Inc.
Foster, D.	2000	The Global Etiquette Guide to Europe: Everything You Need to Know for Business and Travel Success	Textbook	New York: John Wiley and Sons Inc.
Lewis, R. D.	1996	When Cultures Collide: Managing Successfully Across Cultures	Textbook	London: Axis Europe Limited
Lewis, R. D.	1999	Cross-cultural communication. A Visual Approach.	Textbook	London: Axis Europe Limited