



CROSS CULTURAL COMMUNICATION

Course code	<i>HUM119</i>
Course title	<i>Cross Cultural Communication</i>
Type of course	<i>Elective</i>
Department	<i>Bachelor studies</i>
Year of study	<i>1st</i>
Semester	<i>Spring</i>
ECTS credits	<i>6: 48 hours of practice, 112 hours of self-study, 2 hours of consultations</i>
Coordinating lecturer	<i>Mariana Sueldo</i>
Study form	<i>Full-time</i>
Course prerequisites	-
Language of instruction	<i>English</i>

Annotation

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. Thus course may serve the purpose of preparing 21st century decision makers for the challenges of a multicultural environment.

Aim

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, analysis and research of real companies and the impact of communication management on company performance and personal effectiveness as global communicators.

Learning outcomes (CLO)	Study 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 argue decisions	Group homework, seminar, self-study	case study, seminar participation, exam
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Quality assurance

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment, continuous discussions of individual and group work, other assignment results, as well as by supply of learning materials to students.

Cheating prevention

Variety of assignments for individual and group work reduces chances for plagiarism; cheating possibilities are prevented by having individual tasks/questions to inhibit any acts of dishonesty during exams.

Course outline

Week	Topics	Readings	Class hours	
			Lectures	Seminars
1	Introduction Presentation of course aims and assignments What is culture? Iceberg model	Ch 1. [1]	2	2
2	Cultural values in business and society Value Orientation Method: Kluckhohn and Strodtbeck Inglehart-Welzel Culture Map of the World The World Values Survey	Ch 2 [1]	2	2
3	Language matters R. Lewis cultural categories	Ch 3 [1] Ch 3, 4 [2]	2	2
4	Non-verbal aspects of cross-cultural communication	Ch 4 [1] Ch 5 [2]	2	2
5	E.T Hall's model: The Silent Language	Class individual notes Web page ref.	2	2
6	Mid-term test (topics covered weeks 1-6)	-----	2	2
7	Prejudice and stereotypes Expatriate performance Culture shock models	Ch 5 [1] Ch 6 [1] Ch 2 [2]	2	2
8	Adjustment, CQ Developing cross-cultural skills Managing and working in multicultural teams	Ch 8 [1] Ch 9 [1] Ch 8, 9 [2]	2	2
9	Communicating across the cultural distance Etiquette, protocol, mannerism	Ch 10 [1] Ch 6 [2]	2	2
10	Intercultural Ethics: Nepotism, corruption, bribery. Human rights	[3], [4]	2	2
11	Issues on Cross-cultural marketing communications Standardization, adaptation or customization	Class individual notes Web page ref.	2	2
12	Cross-cultural meetings and Negotiations Cases, role-plays	Ch 11 [1]	2	2
Total			24 hours	24 hours

Note: The instructor reserves the right to make certain changes in this syllabus if the need arises.



Course assignments and evaluation

Assignment	Number of self-study hours	Percentage of the total grade
1. Seminars (in pairs, depending on total nr of students): presentation and interactive tasks	20	20
2. Mid-term test (covering 1-5 topics)	20	20
3. Individual (depending on total nr of students) academic writing task	20	20
3. Final Exam	52	40
Consultation	2	
Total	114	100

Assessment

1. Mid-term test: (20 % of the final grade). Multiple choice, close questions and fill-in questions
2. **Seminars: pair-work (or group assignment, if there are more than 30 students in the group)** (20 % of the final grade). Students will get a specific country and a particular topic to do research and present the given country's cultural specifics. They are expected to apply the theories dealt with in lectures, and illustrate their topic with interviews, panels, round table, commercials, real-life samples (ads, news, laws, events, etc.). Beside, students also have to prepare interactive tasks (discussion questions, quiz, cases) to involve the others students in the seminar. More details will be explained during lectures.

The **hard-copy (printed hand-outs)** version) has to be submitted on the scheduled presentation day for grading.

3. **Individual academic writing task:** (20 % of the final grade). Students will carry out research and write a comparative essay on a chosen topic, where they are expected to share the results of their analysis and individual insights. Personal stories, first-hand or third person experience and quoting are essential to illustrate the case. The paper must be submitted in both digital and printed format for grading. Deadline: last scheduled lecture of this course.
4. **Final exam** accounts for 40 % of the final grade. It will consist of brief answers and multiple-choice questions about all the topics covered during the course.
5. **Re-take examination** (40 %). If the final exam grade is lower than the minimum required, students have to re-sit the exam, which will include all the topics covered along the course. Accumulative grades obtained for other assignments still count for the final grading.

The course is designed to encourage active participation and attendance. The mid-term test and final exam are meant to check assimilation of theoretical content and its application.

Note that:

The final grade is computed using accumulative formula. **Negative grades are not included to the final grade.** If the final grade is negative, the student might be allowed to retake the exam during the exam retake session.

Course Literature

1. Maude, B. (2011). *Managing Cross-cultural Communication*. Principles and Practice. Palgrave. MacMillan. UK.
2. Lewis, R. (2006). *When cultures collide*. Leading across cultures. Nicholas Brealey International. Boston, MA 02116 USA.
3. Gesteland, R. (2004). *Cross Cultural Business Behavior*. The Copenhagen Business School.
4. Jandt, F.E. (2003) *Intercultural Communication*. SAGE publications.