

Tárgytematika / Course Description

Intercultural communication

AKLS_NKTA120

Tárgyfelelős neve /

Teacher's name: dr. Tompos Anikó

Félév / Semester: 2022/23/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 0/0/0

Tárgy féléves óraszám /

Teaching hours(sem.): 15/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

The course aims to equip students with knowledge and skills which enable them to work effectively in international teams, organisations and projects. To achieve this, course participants familiarise themselves with definitions and models of culture as well as milestone pieces of cross-cultural comparative research. They apply the theories through the analysis of case studies taken primarily from international and global business.

TANTÁRGY TARTALMA / DESCRIPTION

Topics:

Course description, requirements

Definitions and models of communication

Definitions and models of culture

Cultural stereotypes

Culture shock

Comparative cross cultural research - dimension-based models

Edward T Hall: space, time, communication

Geert Hofstede's cultural value dimensions

Analysis of case studies

Fons Trompenaars: reconciliation of opposing values

Recent research programmes: GLOBE, World Values Survey, European Values Study

The intercultural aspects of negotiations

Case studies - international negotiations

Course evaluation

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Prerequisite for end-of-term signature: assignment on a topic specified by the lecturer. The examination is written and comprises theory and application. An end-of-term mark can be obtained on the basis of respective participants' assignment and coursework.

0 – 50% fail (1)

51 – 63% pass (2)

64 – 76% satisfactory (3)

77 – 89% good (4)

90 – 100% excellent (5)

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory readings:

ppts and other materials uploaded on the Moodle system

Recommended readings:

Hofstede, Geert & Hofstede, Gert Jan & Minkov, Michael (2010) Cultures and Organizations: Software of the Mind. 3rd ed. McGraw-Hill Education.

Trompenaars, Fons & Hampden-Turner, Charles (2020) Riding the Waves of Culture: Understanding Diversity in Global Business. 4th ed. New York: McGraw-Hill.