

Tárgytematika / Course Description **Intercultural communication**

AKLS_NKTA120

Tárgyfelelős neve /

Teacher's name: dr. Tompos Anikó

Félév / Semester: 2023/24/1

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

1. Course description, requirements. Definitions and models of communication.
2. Definitions and models of culture. Cultural stereotypes. Culture shock.
3. Comparative cross cultural research - dimension-based models. Edward T Hall: space, time, communication.
4. Geert Hofstede's cultural value dimensions. Analysis of case studies. Fons Trompenaars: reconciliation of opposing values.
5. 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

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL

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.