Tárgytematika / Course Description

Intercultural Communication

AKNB_NKTA070

Tárgyfelelős neve /
Teacher's name: dr. Tompos Anikó

Félév / Semester: 2017/18/1

Beszámolási forma /
Assesment: Beszámoló (ötfokozatú)

Tárgy heti óraszáma /
Teaching hours(week):   1/1/0

Tárgy féléves óraszáma /
Teaching hours(sem.):   0/0/0

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 and 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

Week 1:   Course description, requirements.

Week 2:   Definitions of communication and culture.

Week 3:   Models of communication and culture.

Week 4:   Comparative cross-cultural research: dimension-based models and culture standards (construct, approach, research aims and tools).

Week 5:   Edward T Hall: space, time communication.

Week 6:   Geert Hofstede's cultural dimensions.

Week 7:   Case studies.

Week 8:   Fons Trompenaars' model.

Week 9:   Richard Gesteland's model.

Week 10:   Case studies.

Week 11:   A shift in foci: research in the recent past: World Values Survey, European Values Study, Globe.

Week 12:   Course participants' culture in light of the different models.

Week 13:   End-of-term test.

Week 14:   Course evaluation.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Prerequisite for end-of-term signature: end-of-term test. Written examination: theory and practice. An end-of-term mark can be obtained on the basis of respective participants' coursework, home assignments (50 marks) and end-of-term test (50 marks).　　　　　0 – 50% fail (1)
51 – 63% satisfactory (2)
64 – 76% fair (3)
77 – 89% good (4)
90 – 100% excellent (5)

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory literature:
Tompos Anikó Intercultural communication (electronic material)

Recommended literature:
Hofstede, Geert/Hofstede, Gert J. (2005) Cultures and Organizations: Software of the Mind. New York: McGraw-Hill; Polyák Ildikó (2005) Cross-cultural Communication. Budapest: Perfekt