

## Tárgytematika / Course Description Intercultural Communication

AKNB\_NKTA070

Tárgyfelelős neve /

Teacher's name: dr. Tompos Anikó

Félév / Semester: 2023/24/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 1/1/0

Tárgy féléves óraszám /

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 and models of communication.

Week 3: Definitions and models of 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 value dimensions.

Week 7: Case studies.

Week 8: Fons Trompenaars' model.

Week 9: Course participants' culture in light of the different models.

Week 10: David Livermore's or Erin Myers's or Richard Gesteland's model (complementary material).

Week 11: Case studies.

Week 12: A shift in foci: research in the recent past: World Values Survey, European Values Study, Globe.

Week 13: End-of-term test.

Week 14: Course evaluation.

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### **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 (60 marks) and end-of-term test (40 marks).

0 – 50% fail (1)

51 – 63% pass (2)

64 – 76% satisfactory (3)

77 – 89% good (4)

90 – 100% excellent (5)

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### **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

Compulsory readings:

PPT's and other compulsory materials uploaded on the Moodle system

Anikó Tompos: Intercultural communication (electronic material)

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## AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL

Recommended readings:

Supplementary materials uploaded on Moodle

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.