

## **Tárgytematika / Course Description**

### **Intercultural Manager Communication**

**AKNM\_NKTA018**

**Tárgyfelelős neve /**

**Teacher's name:** Ablonczyné dr. Mihályka Livia

**Félév / Semester:** 2021/22/2

**Beszámolási forma /**

**Assesment:** Vizsga

**Tárgy heti óraszám /**

**Teaching hours(week):** 2/2/0

**Tárgy féléves óraszám /**

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

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### **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 as well as culture's impact on management styles, interpersonal communication and conflict management. They apply the theories through the analysis of case studies taken primarily from international and global business.

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### **TANTÁRGY TARTALMA / DESCRIPTION**

Week 1: Course description, course requirements, introduction.

Week 2: Culture and communication. Definitions and models of culture. Cultural briefing.

Week 3. Communication, culture interaction and cultural stereotypes.

Week 4: Trends in comparative cultural research: Comparison of dimension-based and culture standard research. Benefits and drawbacks – possible sources of bias in quantitative and qualitative examinations. Cultural metaphors.

Week 5: Dimension-based research I.: E.T. Hall. The concept of facework.

Week 6: Dimension-based research II: G. Hofstede. Analysis of case studies.

Week 7: Dimension-based research III: F. Trompenaars. Analysis and discussion of his questionnaire items.

Week 8: Large-scale surveys from the recent past and present: the Globe, World Values Survey, European Values Survey.

Week 9: Management styles in the different models.

Week 10: Culture's impact on verbal and non-verbal communication patterns. Organising oral and written messages to other cultures. Intercultural negotiations.

Week 11: Digital competence. The impact of digital penetration and Internet access. Digital literacy and managerial challenges in the digital era.

Week 12: Presentations.

Week 13: End-of-term test. Presentations.

Week 14: Course evaluation

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## **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD**

### **Minimum requirements of the course (signature):**

Each student should elaborate a project, submit an assignment, give an oral presentation of 10-15 minutes on a topic previously approved of by the course instructor (cut-and-paste, lack of original ideas and appropriate references, failure to reform, refine and synthesize the obtained information are not accepted) and complete the end-of-term test.

### **Examination**

Students need to take a written examination during the examination period. The examination includes the testing of the theoretical knowledge covered during the course as well as students' ability to apply this knowledge in practice (e.g. the analysis of case studies).

There is an opportunity for students to obtain a mark without taking an exam provided they attend 75% of the lectures and seminars, actively take part in them, write an original assignment, give a good presentation and write an end-of-term test with a result over 70%.

### **Evaluation**

0 - 50 % insufficient

51 - 65 % sufficient

66 - 80 % satisfactory

81 - 90 % good

91 - 100 % excellent

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## KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

### **Compulsory readings:**

Handouts/PPP slides and electronic material provided by the lecturer.

Polyák I. 2004. *Cross-cultural communication*. Budapest: Perfekt.

### **Recommended readings:**

Beamer, L. & Varner, I. 2008. *Intercultural Communication in the Global Workplace*. McGraw-Hill.

Hofstede, G. & Hofstede, G. J. 2005. *Cultures and Organisations: Software of the mind*. McGraw-Hill

Samovar, L. A., Porter, R. E. & McDaniel, E.R. 2007. *Communication between Cultures*. Thomson.