

## Tárgytematika / Course Description Intercultural Manager Communication

AKNM\_NKTA018

**Tárgyfelelős neve /**

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

**Félév / Semester:** 2024/25/1

**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 communication 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

Topics

1. Course description, course requirements, introduction.
2. Some definitions and models of communication. Communication and culture.
3. Some definitions and models of culture. Cultural briefing.
4. Culture interaction and cultural stereotypes. Culture shock.
5. Comparative cross-cultural research: dimension-based models. Edward T. Hall's model. The concept of facework.
6. Geert Hofstede's cultural value dimensions and organizational cultures model. Case studies.
7. Fons Trompenaars' cultural value dimensions and organizational cultures model. Case study.
8. Large-scale examinations from the recent past: GLOBE, World Values Survey, European Values Study. Management styles in the GLOBE model.
9. Project week. Students work on their individual/pair/group tasks. Course participants' culture in light of dimension-based models.
10. Cultural standard as a counter-paradigm to dimension-based models. Cultural metaphors.
11. Case studies. Culture's impact on verbal and non-verbal communication patterns. Organizing oral and written messages to other cultures. Intercultural negotiations.
12. Digital competence. The impact of digital penetration and Internet access. Digital literacy and managerial challenges in the digital era. Revision. Presentations.

13. End-of-term test. Presentations.

14. Course evaluation.

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

### **Minimum requirements of the course (prerequisites for the signature)**

Each (pair of) student(s) should elaborate a project, submit an assignment and give a 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 is 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 (through e.g. the analysis of case studies). Sample task types and items are provided during the course as self-assessment progress tests.

There is an opportunity for students to obtain a mark without sitting for the exam provided they attend the classes regularly and actively take part in them (15 marks), do the off-class assignments (30 marks), write a good end-of-term assignment (20 marks) and end-of-term test (25 marks) and give a good presentation (10 marks).

### **Assessment**

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 literature

Compulsory materials (ppts, texts) uploaded on the Moodle system by the course instructor

Novinger, T. (2001) Intercultural Communication: A Practical Guide. Austin: University of Texas Press.

### Useful links

<https://www.hofstede-insights.com/fi/product/compare-countries/>

<https://www3.thtconsulting.com/>

<https://www.globeproject.com/>

<https://www.worldvaluessurvey.org/wvs.jsp>

<https://europeanvaluesstudy.eu/>

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## AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL