

Tárgytematika
Intercultural Manager Communication
NGM_NK101_1

Tárgyfelelős neve: Ablonczyné dr.Mihályka Lívía

Félév: 2012/13/2

Beszámolási forma: Vizsga

Tárgy heti óraszám: 2/2/0

Tárgy féléves óraszám: 0/0/0

OKTATÁS CÉLJA

The course aims to clarify the concept of culture, give an overview of cross-cultural research and to equip students' with the skills to apply these theories in practice through e.g. the analysis of case studies.

Objectives:

- § is to develop course participants' sensitivity to, and better understanding of, cultural differences
- § to provide intercultural knowledge (information on culture-specific values and behaviour) and to apply it to specific problems
- § to develop skills in terms of understanding that different cultures have differing values, perceptions and philosophies
- § to provide examples of how cultural values and practices impact business communication
- § to provide skills in terms of where to look, what question to ask (how and of whom) and how to interpret the pattern of responses and observations in a multicultural workplace
- § to develop students' research and presentation skills

TANTÁRGY TARTALMA

Course description, course requirements, introduction.
Culture and communication. Definitions and models of culture. Cultural briefing.
Communication, culture interaction and cultural stereotypes.
Trends in comparative cultural research. Cultural metaphors.
Dimension-based research I.:E.T. Hall. The concept of facework.
Dimension-based research II:G. Hofstede & F. Trompenaars.
Culture standards. Critical interactional incidents.
Comparison of dimension-based and culture standard research. Benefits and drawbacks – possible sources of bias in quantitative and qualitative examinations.
Large-scale surveys: the Globe, World Values Survey, European Values Survey.
Verbal and non-verbal communication patterns.
Organising oral messages to other cultures.
Organising written messages to other cultures.
Intercultural negotiations.
Course evaluation

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE

Minimum requirements of the course (signature):

Each student should 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 synthesise the obtained information are not accepted). There is an end-of-term test on the theories covered on the lectures.

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 the lectures, actively take part in them, 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

KÖTELEZŐ IRODALOM

Compulsory readings:

- Handouts/PPP slides 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.