

SUBJECT:	<b><i>Intercultural Communication in Business and Management</i></b>		
HOURS:	<b>30 (15 hrs lectures &amp; 15 hrs classes)</b>	ECTS:	<b>4</b>

Name/title of the author:	
Course Description:	<p>This course provides the systematic examination of structural and behavioural aspects of business communication across nations and cultures based on the exploration of the relationship between international business success and the culture and institutions of individual countries. Special emphasis will be put on the Polish culture, viewed from the two angles: social and managerial.</p>
Learning Outcomes (Goals and Objectives of the course):	<p>At the completion of the 30-hour course the student should be able to:</p> <ol style="list-style-type: none"> <li>1. explain the components of the communication process</li> <li>2. describe factors which affect communication</li> <li>3. describe and analyse cultural-specific styles of communication</li> <li>4. recognise basic schools in cross-cultural communication</li> <li>5. understand how cultural diversity affects international business</li> <li>6. recognise several culture specific models of company organisations</li> <li>7. recognise plausible conflict areas derived from cultural diversity</li> <li>8. participate in international meetings or negotiations</li> <li>9. design a simple advertisement or commercial for culture specific audience</li> <li>10. apply the acquired skills in the preparation of one short paper on one of the topics covered in class.</li> </ol>
Entrance qualifications:	<p>Students whose English language skills match at least intermediate level, preferably - B2</p>
Course Content:	<ul style="list-style-type: none"> <li>- The concept of culture and its three-dimensional structure (taxonomies of cultures within the models of Hofstede, Hall, Trompenaars, Lewis)</li> <li>- the concept of an alien, adaptation, integration and multiculturalism</li> <li>- proxemics, chronometrics, olphatics, mimics across cultures</li> <li>- culture specific use of prosodic features</li> <li>- culture specific expectations and attribution processes</li> <li>- stereotypes: facilitators or barriers to communication?</li> <li>- cross-cultural leadership, organisation, hierarchy and communication channels in companies (J. Mole's approach); supervisory styles</li> <li>- corporate cultures: different models of companies and the influence of cultural background on behaviour and decision making processes.</li> <li>- culture-specific aspects of presentations from the listeners' and performers' point of view, analysis of potential areas of conflict</li> <li>- international meetings - source of cross-cultural misunderstandings or area of potential creativity (reaction to critical situations)</li> <li>- John Lewis' approach – categories of culture and concept of horizons</li> <li>- how to overcome cross-cultural barriers during negotiations (ethics in business; conflict solving styles; traditional, principled and synergetic approaches to negotiation process )</li> <li>- advertising across cultures</li> <li>- approach to human resources management across cultures including managing multicultural teams and the role of global managers</li> </ul>

	<ul style="list-style-type: none"> <li>- Polish culture: influences on its present state, Polish cultural paradigm, who is a stranger in Poland,</li> <li>- raising students' cultural self-awareness</li> </ul>
Assessment policy (examination):	<ol style="list-style-type: none"> <li>1. <b>regular</b> and <b>active</b> participation in classes (fulfilling tasks –preparing for classes and taking part in classroom activities) (10%)</li> <li>2. preparation and delivery of own country presentation in a national group (10%)</li> <li>3. writing a short essay on adaptation 150-200 words (10%)</li> <li>4. <b>either</b> <ul style="list-style-type: none"> <li>⊙ <b>taking the final examination</b> based on the material covered during classes and lectures. (35% multiple choice, 35% open questions) <b>OR</b></li> <li>⊙ <b>writing a joint response paper</b> (7-10 pages) in multinational groups of 2 or maximum 3 students, in order to develop one or more of the topics discussed in class, i.e. to do more readings, do some mini-research, e.g. conduct surveys on their peers, reflect on their own experiences, etc. (70%)</li> </ul> </li> </ol>
Course materials/bibliography:	<p>Adler, N. J., &amp; Gundersen, A. (2007). <i>International dimensions of organizational behavior</i>. Cengage Learning.</p> <p>Brislin, R., Yoshida, T. (2004) <i>Intercultural Communication training: An Introduction</i>, Sage</p> <p>Costa, J.A., Bamossy, G.J. (1995) <i>Marketing in a Multicultural Word</i>, Sage Publications</p> <p>Ferraro, G., &amp; Brody, E. K. (2015). <i>Cultural Dimension of Global Business</i>. Routledge.</p> <p>Gannon, M. (2004) <i>Understanding Global Cultures</i>, Sage Publications</p> <p>Gesteland, R. R. (2012). <i>Cross-cultural business behavior: a guide for global management</i>. Copenhagen Business School Press DK.</p> <p>Hall, B. T. (2005) <i>Among Cultures</i>, Thomson &amp; Wadsworth</p> <p>Hall, Edward T., (1956) <i>The Silent Language</i>, Doubleday</p> <p>Hall, Edward T., (1966) <i>The Hidden Dimension</i>, Doubleday</p> <p>Hall, Edward T., (1976) <i>Beyond Culture</i>, Doubleday</p> <p>Hoecklin, Lisa (1995) <i>Managing Cultural Differences</i>, Addison Wesley</p> <p>Hofstede, G. (1991). <i>Cultures and organizations. Intercultural cooperation and its importance for survival. Software of the mind</i>, Mc Iraw-Hill.</p> <p>Hofstede, G. H., &amp; Hofstede, G. (2001). <i>Culture's consequences: Comparing values, behaviors, institutions and organizations across nations</i>. Sage.</p> <p>Jacobs, N. (2003) <i>Intercultural Management</i> , Kogan Page</p> <p>Lewis, R.D. (2006) <i>When Cultures Collide</i>, Nicholas Brealey Publishing</p> <p>Marx, E. (2001) <i>Breaking Through Culture Shock</i>, Nicholas Brealey</p> <p>Mole, J., (1996) <i>Mind Your Manners</i>, London: Nicholas Brealey</p> <p>Pollock, D., &amp; Van Reken, R. (2010). <i>Third culture kids: Growing up among worlds</i>, Nicholas Brealey Publishing.</p> <p>Schneider, S.C., Barsoux, J-L., (1997) <i>Managing Across Cultures</i>. London: Prentice Hall</p> <p>Trompenaars, F., &amp; Hampden-Turner, C. (2011). <i>Riding the waves of culture: Understanding diversity in global business</i>, Nicholas Brealey</p>
Methods of Instruction:	Combination of short lectures and workshops. Power point presentation and discussions and problem solving exercises combined with 'real-life' didactic simulations
Notes / suggestions:	Order of the discussed topics might be changed due to improvement of the didactic process and its outcomes

