



C E M I

CENTRAL EUROPEAN MANAGEMENT INSTITUTE

| <b>Syllabus for the Marketing Management and International Business programme</b>  |                             |   |
|--|-----------------------------|---|
| <b>Study module name:</b>  | Intercultural Communication |  |
| <b>Study module code:</b>  | MMIB_IC 1                   |   |
| <b>Lecturer:</b>   | Ing. Jiří Matoušek          |   |
| <b>Aim of the MBA study module:</b>  |                             |   |
| <p>The aim of this module is to learn about intercultural communication. In general, communication is the active relationship established between people through language, and intercultural means that this communicative relationship is between people of different cultures, where culture is the structured manifestation of human behaviour in social life within specific national and local contexts, e.g. political, linguistic, economic, institutional, and professional. The goal is to gain intercultural competence, meaning the active possession by individuals of qualities which contribute to effective intercultural communication and can be defined in terms of three primary attributes: knowledge, skills and attitudes. This module will deal with all of these three elements.</p> |                             |   |
| <b>Content of the MBA study module:</b>  |                             |   |
| <p>This module will contain both theoretical and practical part; it will give not only general definitions but also share practical experience and examples.</p>   |                             |   |
| <b>Chapter 1: Communication</b>  |                             |   |
| <p>Definitions, dimensions, elements, roles, types of communication, Failures in communication, Improving communication skills – sender, receiver, transmission, active listening</p>  |                             |   |
| <b>Chapter 2: Culture</b>  |                             |   |
| <p>Definitions, Iceberg and Onion models, Layers of Culture</p>  |                             |   |
| <b>Chapter 3: Five Dimensions of Cultural Core Values</b>  |                             |   |
| <p>Hofstede's approach – Individualism vs. Collectivism, Power Distance, Uncertainty Avoidance, Femininity vs. Masculinity, Long Term vs. Short Term Life Orientation</p>  |                             |   |
| <b>Chapter 4: Intercultural Communication</b>  |                             |   |
| <p>Barriers, Value Orientation Theory, Culture and Gender, Comparison of different countries, Immigration and Acculturation, Citizenship Policies, Identity and Subgroups</p>  |                             |   |
| <b>Chapter 5: Intercultural Communication in Working Teams</b>   |                             |   |
| <p>Benefits and difficulties of working in international – intercultural teams, How to overcome intercultural difficulties, Teleconferencing, Building Relationships</p>   |                             |   |
| <b>Chapter 6: Intercultural Environment From an Expatriate Perspective</b>   |                             |   |
| <p>Intercultural awareness, knowledge, skills, Cross-cultural communication, Training, General tips, Common pitfalls, International business issues, Culture shock and how to overcome it, Conclusions</p>   |                             |   |
| <b>Mandatory literature:</b>   |                             |   |
| <p>Online study materials prepared by the lecturer.</p>  |                             |   |
| <b>Recommended literature and other sources:</b>   |                             |   |
| <p>Geert HOFSTEDE, Gert Jan HOFSTEDE, Michael MINKOV, Cultures and Organizations (Intercultural Cooperation and Its Importance for Survival) McGraw Hill 2010, ISBN: 978-0-07-177015-6</p>   |                             |   |
| <p>Fred E. JANDT, An Introduction to Intercultural Communication (Identities in a Global Economy), SAGE 2013, ISBN: 978-1-4129-9287-9</p>  |                             |   |
| <p>Wallace V. SCHMIDT, Roger N. CONAWAY, Susan S. EASTON, William J. WARDROPE, Communicating Globally (Intercultural Communication and International Business), SAGE 2007, ISBN: 978-1-1317-1</p>  |                             |   |
| <p>Shuang LIU, Zala VOLČIČ, Cindy GALLOIS, Introducing Intercultural Communication (Global Cultures and Context), SAGE 2013, ISBN: 978-1-84860-035-2</p>   |                             |   |