

Information sheet for the course Intercultural Communication in English

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: <i>LZV49</i>	Course unit title: <i>Intercultural Communication in English</i>
Type of course unit: <i>optional</i>	
Planned types, learning activities and teaching methods: <i>Lecture: 2 hours weekly/28 hours per semester of study; face to face</i> <i>Seminar:</i>	
Number of credits: <i>3</i>	
Recommended semester: <i>4th semester 2nd year</i>	
Degree of study: <i>II. (engineer, magister)</i>	
Course prerequisites: <i>none</i>	
Assesment methods: <i>During the semester, students are expected to attend 85% of seminars during the semester, to actively participate in discussions, to complete assigned group tasks and final course paper. Student obtains final evaluation by completing assigned tasks evaluated in accordance with the Regulations of study. During the semester there will be 2 written tests for 30 points each: Evaluation A - at least 55 points, Evaluation B - at least 50 points, Evaluation C - at least 45 points, Evaluation D - at least 40 points, Evaluation E - at least 35 points. At the end of the semester during the examination period: exam. Final evaluation: Achieved average.</i>	
Learning outcomes of the course unit: <i>A student completing the course acquires a basic theoretical knowledge of culture and communication, the impact of culture on communication. The student will know the different communication models of relevant authors and cultural differences of separate cultures. Will understand intercultural differences. After successful completion of a learning process, the student will be able to behave as a future manager, who is able to arrange business meetings, lead intercultural teams, identify and foresee intercultural misunderstandings or solve intercultural conflicts, through which acquires an intercultural competence in communication and leading of international teams and to handle cultural differences in international protocol.</i>	
Course contents: <i>1. Terminology: culture, multiculturalism, plurikulturalizmus, interculturalism.</i> <i>2. Layers of culture, cultural forms, the essence of culture.</i> <i>3. Cultural dimensions and their identification.</i> <i>4. History of examining cultural dimensions and cultural patterns by individual authors.</i> <i>5. National culture. Globalization and its impact on national culture.</i> <i>6. Communication and intercultural communication. The current trends.</i> <i>7. Verbal communication and cultural differences.</i> <i>8. Non-verbal communication and cultural differences.</i> <i>9. Barriers to intercultural communication: language barriers, ethnocentrism, Eurocentrism, stereotypes and prejudices, xenophobia, racism. Culture shock and management of culture shock.</i> <i>10. Case studies of intercultural communication, management of cultural differences.</i> <i>11. Intercultural differences in international marketing.</i> <i>12. Cultural differences in international protocol and social etiquette.</i> <i>13. Presentation of student work.</i>	
Recommended of required reading: <i>Đurigová, N.: Medzinárodná komunikácia, aktuálne problémy a možnosti riešenia. Filozofická fakulta univerzity J. A. Komenského, Bratislava 2004</i>	

Gudykunst, W. B.: *Cross-Cultural and Intercultural Communication*. SAGE Publications, Beverly Hills, 2003

Hall, E. T.: *Beyond culture*. Doubleday, New York 1996

Hofstede, G.: *Cultures and organizations: Software of the mind*. McGraw-Hill, New York 1991

Knapík, P. – Zorkóciová, O.: *Vplyv kultúrnych odlišností na obchod a rokovanie v medzinárodnom obchode*. Ekonomická univerzita, Bratislava 2006

Nový, I. – Schroll-Machl, S. a kol.: *Interkulturní komunikace v řízení a podnikání*. Management Press, Praha 2001

Nový, I. a kol.: *Interkulturální management*. Grada Publishing, Praha 1996

Poyatos, F. : *La Comunicación no verbal I. Cultura, lenguaje y conversación*. ISTMO, Madrid 1994

Poyatos, F. : *La comunicación no verbal II. Paralenguaje, kinésica e interacción*. Istmo, Madrid 1994

Rodrigo, A. M. : *La comunicación intercultural*. Anthropos Editorial Rubí, Barcelona 1999

Szarková, M. a kol.: *Komunikácia v manažmente*. Ekonóm, Bratislava 2002

Šajgalíková, H. – Bocková, V. – Vehnerová, E.: *Culture and Communication*. Ekonóm, Bratislava 2008

Trompenaars, F.: *Riding the Waves of Culture: Understanding Diversity in Global Business*. Mc Graw Hill, New York 1998

Časopis FSEV – Sociálno-ekonomická revue

Language: English

Remarks:

The course is offered in the winter semester of the second year of full-time graduate studies and in the winter semester of the second year of external graduate studies. This course is elective.

Evaluation history:

A	B	C	D	E	FX
15.04	57.52	11.5	15.04	0.0	0.88

Lectures:

PhDr. Elena Delgadová, PhD.

Last modification: 29.05.2014

Supervisor: doc. Mgr. Sergej Vojtovič, DrSc.