

CROSS CULTURAL COMMUNICATION

Course code	<i>HUM 119</i>
Course title	<i>Cross Cultural Communication</i>
Type of course	<i>Elective</i>
Stage of study	<i>Undergraduate</i>
Department in charge	<i>Undergraduate school,</i>
Semester	<i>Summer Programme</i>
ECTS	<i>6 ECTS: 36 hrs. - lectures and workshops, 112 hrs. - self-study, 2 hrs. - consultations</i>
Coordinating lecturer	<i>Artūras Jonkus</i>
Studies form	<i>Full-time, free-mover</i>
Prerequisites	-
Language of instruction	<i>English</i>

Annotation

Communication is centered on language, as the usual means to pass on one's culture to other generations and to reveal deeper insights to representatives of other cultures. However, communication extends into non-verbal communication and other behavior that gives messages about our expectations and beliefs. We think, interpret, speak, move, eat the way we have been taught, seen or done it in our own cultural environment. When people from different nationalities or cultures come together in teams, meetings, negotiations, as employees, or as simple citizens in casual encounters, they bring with them different expectations and beliefs, of how they should work together. In other words, they contribute to the whole with their own cultural input, and as no culture is "right", or "wrong", "better" or "worse", we should learn to not merely accept but also appreciate the values and ways of others. Thus course may serve the purpose of preparing 21st century decision makers for the challenges of a multicultural environment.

Aim

The course is intended to provide core knowledge of cultural analysis and cross cultural behavior to develop the necessary skills for professional and successful communication in any given society, a local and/ or multinational company with multicultural staff and clients. Also the course provides some negotiation theory and practice. After the graduating from the course students are expected to have theoretical and practical knowledge of strategic organizational communication, and cross cultural business communication, and intercultural negotiation. Several different teaching approaches are utilized to provide students with multiple ways to learn the material. These are classroom lectures, case discussions, analysis and evaluation of real world communication cases, analysis and research of real companies and the impact of communication management on company performance and personal effectiveness as global communicators.

Learning outcomes (CLO)	Study methods	Assessment methods
LO1. To name and apply major strategic organizational communication and cross cultural business communication concepts;	Lecture, self-study,	case study, seminar participation, project presentation, exam
LO2. To be able to analyze and research main issues of international organizational communication	Lecture, pre-coursework, problem solving, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
LO3. To be able to analyze international communication management aspects in organizations as an essential instrument of successful company performance	Lecture, pre-coursework, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
LO4. To be able analyze external and internal communication processes and the need for global communication competence and management	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
LO5. To name main concepts of intercultural negotiations strategies and styles and national profiles.	Lecture, problem solving, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
LO6. To be able to analyze needs an aspects of a company's communication strategy, and provide recommendations for professional communication management	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
LO7. To be able to work in a team, to present work results in written or oral form, to be able to argument decisions	Group homework, seminar, self-study	case study, seminar participation, exam



Quality assurance

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment, continuous discussions of individual and group work, other assignment results, as well as by supply of learning materials to students.

Cheating prevention

Variety of assignments for individual and group work reduces chances for plagiarism; cheating possibilities are prevented by having individual tasks/questions to inhibit any acts of dishonesty during exams.

Course outline

	Topics	Lectures	Seminars	Readings
1	Introduction Presentation of course aims and assignments What is culture?	2	2	Ch 1. [1]
2	Cultural values in business and society Value Orientation Method: Kluckhohn and Strodtbeck Inglehart-Wezel Culture Map of the World The World Values Survey	2	2	Ch 2 [1]
3	Language matters R. Lewis cultural categories Non-verbal aspects of cross-cultural communication	2	2	Ch 3 [1] Ch 3, 4 [2] Ch 4 [1] Ch 5 [2]
4	E.T Hall's model: The Silent Language	2	2	Class individual notes Web page ref.
5	Prejudice and stereotypes Expatriate performance Culture shock models	2	2	Ch 5 [1] Ch 6 [1] Ch 2 [2]
6	Adjustment, CQ Developing cross-cultural skills Managing and working in multicultural teams	2	2	Ch 8 [1] Ch 9 [1] Ch 8, 9 [2]
7	Communicating across the cultural distance Etiquette, protocol, mannerism. Nepotism, corruption, bribery. Human rights	2	2	Ch 10 [1] Ch 6 [2], [3], [4]
8	Issues on Cross-cultural marketing communications Standardization, adaptation or customization	2	2	Class individual notes Web page ref.
9	Cross-cultural meetings and Negotiations Cases, role-plays	2	2	Ch 11 [1]
Total		18 hours	18 hours	



Course assignments and evaluation

Assignment	Percentage of the total grade
1. Pre-Course work	25
2. Group homework or Individual academic writing task	35
3. Final Exam	40
Total	100

Assessment

1. **Pre-Course work (25 % of the final grade).** Written essay on provided topic should be presented till the start of the course. Topics will be assigned till the middle of June at the very latest.
2. **Group homework or Individual academic writing task: (35 % of the final grade).** Students will carry out research and write a comparative essay on a chosen topic or assigned, where they are expected to share the results of their analysis and individual insights. Personal stories, first-hand or third person experience and quoting are essential to illustrate the case. The paper must be submitted in both digital and printed format for grading. Deadline: will be announced in the beginning of the course.
3. **Final exam accounts for 40 % of the final grade.** It will consist of brief open questions and/or multiple-choice questions about all the topics covered during the course. Case study analysis might be included in the exam.
4. **Re-take examination (40 %).** If the final exam grade is lower than the minimum required, students have to re-sit the exam, which will include all the topics covered along the course. Accumulative grades obtained for other assignments still count for the final grading. The retake will consist of a written report on a topic which will be sent by e-mail in 5 working days after the final exam. This written report must be submitted in 20 calendar days after the final exam; the weight of the retake is 35%. Retake reports cannot be rewritten.

The course is designed to encourage active participation and attendance. The pre-coursework, homework and final exam are meant to check assimilation of theoretical content as well as to test knowledge application.

Remark:

The final grading for the course is calculated according to the accumulative formula as indicated in the Regulation of Studies at ISM. Negative grades (below 5) are not included into the accumulative grading system !

Note that:

The final grade is computed using accumulative formula. **Negative grades are not included to the final grade.** If the final grade is negative, the student might be allowed to retake the exam during the exam retake session.

Course Literature

1. Maude, B. (2011). *Managing Cross-cultural Communication*. Principles and Practice. Palgrave. MacMillan. UK.
2. Lewis, R. (2006). *When cultures collide*. Leading across cultures. Nicholas Brealey International. Boston, MA 02116 USA.
3. Gesteland, R. (2004). *Cross Cultural Business Behavior*. The Copenhagen Business School.
4. Jandt, F.E. (2003) *Intercultural Communication*. SAGE publications.