

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Management and Business</i>	
Code: <i>7KMN/CCMC-ER/24</i>	Course title: <i>Cross-Cultural Management and Communication</i>
Type, scope and method of educational activity: <i>Type of educational activities: lectures and seminars</i> <i>Scope of educational activities: 1 h lectures / 1 h seminar per week</i> <i>Method of educational activities: combined; max. 30% distance, via MS Teams, Moodle or other applications and platforms</i>	
Number of credits: <i>6</i>	
Recommended semester:	
Study grade: <i>2.</i>	
Prerequisites: -	
Conditions for passing the course: <i>Assessment of student's study results within study of a subject is carried out by: exam.</i> <i>Completion of the course is conditional on successful completion of a written test during the semester (80% of the overall evaluation of the discipline), elaboration of a semester project (20% of the overall evaluation of the discipline) and fulfillment of the conditions of participation according to the study regulations.</i> <i>Final evaluation:</i> <i>Criteria for success (percentage expression of the results at the assessment of courses) are for the classification grades as follows: A: 100,00 – 90,00%; B: 89,99 – 80,00%; C: 79,99 – 70,00%; D: 69,99 – 60,00%; E: 59,99 – 50,00%; FX: 49,99 and less %.</i>	
Learning outcomes: <i>The course aims to deepen intercultural awareness and develop students' intercultural competence. After completing the course, students are able to:</i> Knowledge: <ul style="list-style-type: none"> - <i>define and interpret basic concepts in the field of intercultural management;</i> - <i>explain the nature of national cultures and their impact on individuals;</i> - <i>describe ways of comparing and measuring national cultures;</i> - <i>to specify the phenomena and processes that take place when meeting members of different cultures;</i> - <i>define and interpret basic concepts in the field of intercultural communication;</i> - <i>characterize the specifics of communication in different types of cultures;</i> - <i>describe the importance of language in intercultural communication;</i> - <i>characterize the nature of prejudices and stereotypes and their impact on intercultural communication and interactions with members of other cultures;</i> - <i>knowledge of the pitfalls and barriers of intercultural communication.</i> Skills: <ul style="list-style-type: none"> - <i>apply and implement theoretical knowledge in practice;</i> - <i>understand the impact of culture on the organization, company strategy and relationships with customers and staff;</i> - <i>understand the importance of culture and cultural diversity for business and management;</i> - <i>ability to understand cultural differences in today's globalized world;</i> 	

- *the ability to communicate effectively in different cultural contexts and with members of different cultures;*
- *the ability to deal with communication problems arising from cultural differences;*
- *the ability to work in a multicultural environment without prejudices and stereotypes;*
- *the ability to function effectively in culturally diverse contexts of organizations.*

Competences:

- *cultural intelligence;*
- *intercultural competence;*
- *deepening intercultural awareness through empathy and respect for diversity.*

Course content:

1. *National culture - concept, essence, levels, manifestations. Definition and concepts of culture concepts. The effects of culture. Basic differences between cultures.*
2. *Typology of cultures and cultural dimensions. Measuring and comparing national cultures. Cultural standards.*
3. *Psychological and social processes in intercultural encounters I.: acculturation and enculturation; culture shock and reintegration shock; "loss of face".*
4. *Psychological and social processes in intercultural encounters II.: ethnocentrism and ethnorelativism; prejudices and stereotypes; intercultural competence; intercultural sensitivity; cultural intelligence.*
5. *Intercultural management. Intercultural negotiation.*
6. *Intercultural communication - concept, implications. Intercultural communication - four basic variables.*
7. *Intercultural communication in the context of different types of cultures (I.) - individualistic versus collectivist, with a high versus low communication context.*
8. *Intercultural communication in the context of different types of cultures (II.) - linear, flexible or cyclical perception of time, with hierarchical versus democratic power.*
9. *Language - its influence on attitudes and behavior. Specifics of individual languages. Strengths and weaknesses of the language.*
10. *Nonverbal aspects of intercultural communication. Functions and importance of nonverbal communication. Non-verbal expressions and behavior in the intercultural environment.*
11. *Intercultural situations and interactions - possible misunderstandings, their causes and consequences. Communication distortions (types and forms), deformations and ambiguity in intercultural communication.*
12. *Pitfalls of intercultural communication. Strategic communication model.*
13. *Summary*

Recommended literature:

HOFSTEDE, G. HOFSTEDE, G. J., MINKOV, M. 2010. Cultures and Organizations: Software of the Mind: Intercultural Cooperation and Its Importance for Survival. 3rd edition. McGraw-Hill. ISBN 007166418.

FLAMHOLTZ, E. G., RANDLE, Y. 2011. Corporate Culture: The ultimate strategic asset. Stanford: Stanford University Press, 2011. ISBN 978-0-8047-6364-6.

PATEL, T. 2014. Cross-cultural Management: A transactional approach. London, New York: Routledge (Taylor and Francis Group), 2014. ISBN 978-0-415-50167-5.

BARMEYER, CH., FRANKLIN, P. (eds) 2016. Intercultural Management: A Case-Based Approach to Achieving Complementarity and Synergy. Bloomsbury Publishing, 2016. ISBN 1137027371

BROWAEYS, M., PRICE, R. 2015. *Understanding Cross-Cultural Management*. Pearson Education Limited, 2015. ISBN 978-1292015897.

THOMAS, D. C., PETERSON, M. F. 2018. *Corss-cultural Management: Essential concepts*. 4th edition. Thousand Oaks: Sage, 2018. ISBN 978-1-5063-4070-8

SOLOMON, CH. M., SCHELL, M. S. 2009. *Managing Across Cultures: The Seven Keys to Doing Business with a Global Mindset*. New York: McGraw Hill, 2009. ISBN 978-0-07-160585-4.

MEAD, R., 2005. *International management: cross-cultural dimensions*. 3rd ed. Oxford: Blackwell Publishing. ISBN 0-631-23177-3.

SCHEIN, E. H., SCHEIN, P. 2016. *Organizational Culture and Leadership*. Wiley, 2016. ISBN 978-1119212058.

SCHEIN, E. H., 1999. *The corporate culture survival guide*. 1. vyd. San Francisco: Jossey-Bass. ISBN 0-7879-4699-0.

ALI TAHA, V., SIRKOVÁ, M., FERENCOVÁ, M. 2016. *The impact of organizational culture on creativity and innovation*. In: *Polish journal of management studies [elektronický zdroj]*. Vol. 14, no. 1 (2016), online, s. 7-17. ISSN 2081-7452.

BARNA, L. M., 1994. *Stumbling Blocks in Intercultural Communication*. In: *Intercultural Communication: A Reader*. 7 th edition. (eds. L. A. Samovar – R. E. Porter). Belmont, CA: Wadsworth Publishing Company, 1994. pp. 337 – 346.

MAUDE, B., 2011. *Managing Cross-Cultural Communication: Principles and Practice*. Palgrave Macmillan, 2011. ISBN 978-0-230-24953-0.

REYNOLDS, S. a D. VALENTINE, 2011. *Guide to cross-cultural communication*. 2nd edition. New Jersey: Pearson Education (Prentice Hall). ISBN 978-0-13-215741-4.

Language which is necessary to complete the course: *English*

Notes:

Student workload distribution:

40% of the workload - lectures and seminars (direct teaching activity)

20% of the workload - work on a seminar project

40% of the workload - self-study of literature and preparation for the exam

An individualized approach is provided for students with special needs based on the recommendation of the faculty coordinator for students with special needs.

Course evaluation:

Total number of students evaluated: 0

A	B	C	D	E	FX
0%	0%	0%	0%	0%	0%

Lecturers:

Lectures and seminars: doc. Ing. Viktória Ali Taha, PhD.

Date of last change: 01.01.2025

Approved by: *prof. Ing. Róbert Štefko, Ph.D.*