

Title and Code of Course: **Intercultural Communication and Management**

Instructor's Name: **Andó Éva, PhD**

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Credit Point Value: 6	Lessons per Week: 2	Type of Course: <u>Seminar</u> Lecture	Method of Evaluation: Oral Examination In-Class Group Presentation <u>Other:</u> essay, presentation
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Course Description:

This course offers a survey of theories and issues related to communication across cultural borders. Intercultural communication is the circumstance in which people from diverse cultural backgrounds are engaged in communication. This can be through interpersonal contacts, speech and nonverbal communication, through international organizations, business contacts. Besides the focus on the study of intercultural communication as a process, the consequences of intercultural communication, such as changing identities and cultural globalization/localization, are also analyzed. This course focuses on the techniques of managing in different cultures. It examines sources of management conflict due to cultural differences in attitudes, values and behaviors. The course aims to develop intercultural awareness and effectiveness in global business context, and the successful implementation of strategy, structure and systems in cross-cultural and multicultural management.

The main objective of the course is (1) to develop an understanding of the embedding of communication in culture; (2) to gain insights in the main theories of intercultural communication; (3) to develop an understanding of relevant skills on how to communicate effectively and respectfully in an intercultural context. Students will be able to review literature which is fundamental to achieving an understanding of the cultural problems which arise in international business.

Bibliography:

- Amann, Bruno – Jaussaud, Jacques (2022): Cross-cultural Challenges in International Management. Taylor & Francis.
- Gudykunst, William B. (ed.) (2003): Cross-cultural and Intercultural Communication. Thousand Oaks, SAGE Publications.
- Hodgetts, Richard – Luthans, Fred – Doh, Jonathan P. (2006): International Management: Culture, Strategy and Behavior. New York, McGraw-Hill Irwin.
- Hofstede, G. H., Hofstede, G. J. – Minkov, M. (2010): Cultures and organizations: software of the mind: international cooperation and its importance for survival. McGraw-Hill.
- Piller, Ingrid (2017): Intercultural Communication. Edinburgh University Press.
- Trompenaars, Alfons – Hampden-Turner, Charles (1997): Riding the waves of culture: understanding cultural diversity in business. Nicholas Brealey.