

UNIVERSITY OF ECONOMICS - VARNA
FOREIGN LANGUAGES DEPARTMENT
WEST EUROPEAN LANGUAGES

ACCEPTED BY:

Rector:

(Prof. Dr.Plamen Iliev)

SYLLABUS

SUBJECT: “INTERCULTURAL ASPECTS OF BUSINESS”;

DEGREE PROGRAMME: „International Business“; BACHELOR`S DEGREE

YEAR OF STUDY: 3; SEMESTER: 6;

TOTAL STUDENT WORKLOAD: 150h.; incl. curricular 60 h.

CREDITS: 5

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	30	2
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	90	-

Prepared by:

1.
(Senior Lecturer Diana Miteva)

2.
(Senior Lecturer Kristana Ivanova)

Head of department:
West European Languages (Senior Lecturer Sonya Shtereva)

I. ANNOTATION

Intercultural Aspects of Business is an interactive, skills-based business communication course, developing intercultural communication competence with a special emphasis on negotiations, meetings management, presenting to a multicultural audience, and awareness of business management and organization practices in an intercultural context.

The module provides a general overview of cross-cultural differences in doing business, focusing on structured business communication situations. Within the course students will be aware that all aspects of business communications are culture-bound, e.g. team-building, questioning techniques, assigning tasks, negotiating, prioritizing, status ascription, problem-solving and risk-taking. Thus variables of explicit or implicit modes of business communications, being largely dependent on the specific culture, will have different values attached to them. Similarly, management styles would be strongly influenced by culture in issues such as planning, organizing, staffing, decision making, directing and controlling.

The course strikes the balance between theory and practice, making the most of students as a resource and further developing key competences such as cross-cultural awareness, critical thinking, the ability to work in multicultural teams and to interact effectively across business cultures.

On completing the course, students will have wider knowledge of cross cultural issues and their impact on doing business internationally. Being aware of different business practices and with an open attitude towards cultural diversity, they will be able to operate more effectively across cultures in business and in every day context.

II. THEMATIC CONTENT

No	TITLE OF UNITS AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
1.	Introduction to intercultural communication. Course requirements. Structure. Competences and skills developed. Personal profile. Culture. Definitions. Culture models.	2	2	
2.	Dimensions of national culture -1.National culture dimensions in business context. Edward Hall. Polychronic and monochronic cultures. High –context vs low-context cultures.Culture profiling. Ethnocentrism.	2	2	
3.	National culture – 2. Hofstede. Individualism vs collectivism. Power distance. Uncertainty avoidance (and risk taking). Masculinity vs femininity. Long-term orientation. Indulgence vs restraint.	2	2	
4.	Culture and values. Value orientations and dilemmas. Trompenaars’ culture dimensions. Corporate organisation and culture. Case study.	2	2	
5.	Management styles and culture.The effect of cultural values on management with view of planning, organising, staffing, directing and controlling. Case study. Review 1. Test 1.	2	2	
6.	Talent management. Motivational theories. Leadership. Leadership types. Cultural differences in organisation management.	2	2	
7.	Managing meetings. Skills development: cross-cultural differences in meetings. Team roles. Functions of meetings. Managing international meetings.	2	2	
8.	Communication framework. Active listening. Speaking persuasively. Cialdini’s principles. Presenting across cultures. Skills development: cultural differences and presentation format/style. Non-verbal communication in cross-cultural perspective.	2	2	

9.	International negotiations – mapping diversity. Negotiator types. Negotiator roles. Competitive/Cooperative/Principled negotiator. Stages in negotiation. BATNA.	2	2	
10.	Negotiating across cultures. Skills development. Cases. Role plays.	2	2	
11.	Conflict management. Assertiveness at the work place. Workshop: Intercultural skills. Review 2. Test 2.	2	2	
12.	Employment trends. The great job migration. Outsourcing. Global recruitment. Companies and careers. Employability skills. Intercultural communication competence as an employability skill.	2	2	
13.	Work and culture diversity. Managing diversity and creativity.	2	2	
14.	Business communication: review on cross-cultural differences in attitude to time, space, team work, risk taking, decision making; differences in negotiation, presentation style, meetings; status assigning, attitudes to criticism, etc.	2	2	
15.	Presentations on various intercultural aspects of business. Personal profile at the end of the course.	2	2	
		30	30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	No	Extracurricular hours
1.	Term control		
1.1	Preparation for seminars		20
1.2.	Projects – on predefined themes: 2 assignments		20
1.3.	Tests and test preparation	2	15
1.4.	Presentation	1	15
	Total mid-term control:	3	
2.	Final term control		
2.1.	Written exam	1	20
	Total final term control:	1	
	Total for all types of control:	4	90

IV. LITERATURE

Required literature:

1. Browaeys, Marie-Joelle and Price, Roger (2011), Understanding Cross-Cultural Management, Prentice Hall. (selected chapters).
2. Dignen, Bob & Chamberlain, James (2010), Fifty Ways to Improve Your Intercultural skills, Summertime Publishing. (selected chapters).
3. Utley, Derek, (2004), Intercultural Resource Pack, Cambridge Professional English.

Recommended reading:

1. Allison, John, Appleby, Rachel, Chazal, Edward (2009), *The Business*, McMillan.
2. Chaney, Lilian H. & Martin, Jeanette S (2010), *Intercultural Business Communication*, Prentice Hall.
3. Corballis, T. and Jennings, W (2009), *English for Management Studies* in Higher Education Series, Garnet education
4. Dignen, Bob, (2011), *Communicating Across Cultures*, Cambridge University Press.
5. Hofstede, Geert, Hofstede, Gert Jan & Minkov, Michael (2010), *Cultures and Organizations: Software of the Mind*, McGraw-Hill
6. Johnson, Christine & Barrall, Irene (2005), *Intelligent Business Skills Book*, Longman
7. Schmidt, Patrick (2007), *In Search of Intercultural Understanding: A Practical Guidebook for Living and Working Across Cultures*, Meridian World Press
8. Schmidt, W. V (2007), *Communicating Globally: Intercultural Communication and International Business*, Thousand Oaks, Sage
9. Trappe, Tonya & Tullis, Graham (2008), *Intelligent Business Coursebook*, Longman
10. Trompenaars, Fons & Hampden-Turner, Charles (1998), *Riding the waves of culture: Understanding cultural diversity in global business*, McGraw-Hill
11. Tuleja, Elizabeth A (2005), *Intercultural Communication for Business*, Mason, OH: Thomson South-Western
12. Selected video lectures and Internet-based material