

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF FINANCE AND ACCOUNTING
DEPARTMENT OF GENERAL ECONOMIC THEORY

Adopted by the FC (record №11/ 25.04.2024)

Adopted by the DC (record №11/ 09.04.2024)

ACCEPTED BY:

Dean:

(Assoc. Prof. Daniela Georgieva PhD)

SYLLABUS

SUBJECT: INTERCULTURAL ASPECTS OF BUSINESS

DEGREE PROGRAMME: International Business and Management; MASTER`S DEGREE

YEAR OF STUDY: 5; SEMESTER: 10

TOTAL STUDENT WORKLOAD: 210 hours; incl. curricular 45 hours

CREDITS: 7

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 15	2 1
EXTRACURRICULAR	165	-

Prepared by:

1.
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I. ANNOTATION

Intercultural Aspects of Business is an interactive course with a special emphasis on the interrelation between culture, management, organizations and business communication. Topics such as business management, organization practices, and communications are discussed in an intercultural context. While the course introduces a number of well-established theoretical models, it aims to strike the balance between theory and practice, making the most of students as a resource and further developing key skills such as cross-cultural awareness, critical thinking, the ability to work in multicultural teams and to communicate effectively across cultures. The course on Intercultural Aspects of Business develops the following key competences: cultural awareness and expression; interpersonal skills, and the ability to adopt new competences.

The course 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. Similarly, management styles would be strongly influenced by culture in issues such as planning, organizing, staffing, decision making, directing and controlling. Using various cross-cultural examples and case studies, the course uses experiential/reflective method and learning by doing.

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

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. DETERMINANTS OF CULTURE		3	2	
1.1.	Definitions of culture			
1.2.	Norms and values			
1.3.	Levels of culture			
Theme 2. CULTURAL IDENTITY AND CULTURAL BIASES		3	2	
2.1.	Nature and formation of cultural identity			
2.2.	Cultural biases: social categorizing; ethnocentrism; stereotyping; prejudice; discrimination; racism			
Theme 3. DIMENSIONS OF CULTURE		6	3	
3.1.	Hall's cultural factors			
3.2.	Hofstede's national cultural dimensions			
3.3.	Cultural dimensions according to GLOBE			
Theme 4. THE NATURE OF COMMUNICATION		3	1	
4.1.	The communication process			
4.2.	Barriers in communication			
4.3.	Communication across cultures			
Theme 5. INTERCULTURAL COMMUNICATION		3	1	
5.1.	The relationship between culture and communication			
5.2.	The relationship between communication and context			
5.3.	The relationship between communication and power			
5.4.	Cultural noise in communication			
Theme 6. VERBAL INTERCULTURAL COMMUNICATION		6	3	
6.1.	The power of language in intercultural communication			
6.2.	Definition of verbal codes			

6.3.	Interpretation and intercultural communication			
6.4.	Language, thought, culture, and intercultural communication			
Theme 7. NONVERBAL INTERCULTURAL COMMUNICATION		6	3	
7.1.	Definition of nonverbal codes			
7.2.	Cultural universals in nonverbal communication			
7.3.	Cultural variations in nonverbal communication			
7.4.	Nonverbal messages in intercultural communication			
Total:		30	15	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Case studies	3	45
1.2.	Discussions	2	30
1.3.	Roleplay	1	10
Total midterm control:		6	85
2.	Final term control		
2.1.	Examination (test)	1	80
Total final term control:		1	80
Total for all types of control:		7	165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

- Lustig, M. W., & Koester, J. (2021). *Intercultural competence: Interpersonal communication across cultures*. 8th ed. Pearson. (selected chapters).
- Browaeyns, M. J., & Price, R. (2019). *Understanding Cross-Cultural Management*. 4th ed. Pearson. (selected chapters).

RECOMMENDED (ADDITIONAL) LITERATURE:

- Chaney, L. H. & Martin, J. S. (2010). *Intercultural Business Communication*. Prentice Hall.
- Dignen, B. (2011). *Communicating Across Cultures*. Cambridge University Press.
- Hofstede, G., Hofstede, G. J., Minkov, M. (2010). *Cultures and Organizations: Software of the Mind*, McGraw-Hill.
- PROMINENCE Interactive Study Module:
<https://www.prominenceproject.eu/index.php/prominence-interactive/study-guide/study-module/>
- Trompenaars, F. & Hampden-Turner, C. (1998). *Riding the waves of culture: Understanding cultural diversity in global business*, McGraw-Hill.