

Master Programm “Financial analytics”

**SEMESTER: 2
MODULE:3-4**

Course	Intercultural business communication		
Instructor	Prigozhina Kira, PhD in Pedagogy, Associate Professor, Department of Foreign Languages 1		
Credits	ECTS	Hours	
	2	72	
Classes	Lectures (hours)	Seminars (hours)	Self-study (hours)
	4	10	58
Course aims and objectives	<p>1) Raise awareness of intercultural (cross-cultural) differences across :</p> <p>a) National cultures b) Organisational cultures c) Leadership styles</p> <p>2) Enhance cultural sensitivity and tolerance to other cultures in cross-cultural business communication</p> <p>3) Develop intercultural communication skills aiming at:</p> <p>a) distinguishing culturally-induced behavioural patterns b) designing appropriate and efficient behavioural and communication strategies in cross-cultural business communication</p>		
Learning outcomes	<p><u>The students will acquire knowledge in:</u></p> <ul style="list-style-type: none"> • Intercultural differences in corporate and business communication. Main cultural dimensions theories for the comparison of cultures; • Leadership styles across cultures; • Levels of intercultural competence for successful business communication <p><u>The students will show competences in:</u></p> <ul style="list-style-type: none"> • Identifying and analyzing cultural dimensions in business context; • Understanding the influence of cultures on communication and behavioural patterns in business; • Understanding underlying cultural implications of communication breakdown and failures; • Identifying levels on intercultural competence in order to adjust to a particular context of intercultural business communication; • Analyzing different culture profiles of potential business partners based on cultural dimensions; • Comparing culture profiles to work out efficient behavioural pattern in business communication; • Analyzing intercultural situations in business (cases) and designing an action plan to avoid (potential) cross-cultural conflict; • Applying intercultural knowledge in contexts of business communication globally 		
Topics	<p>1. Cultural Dimensions and their Influence on Business Communication 2. National and Organizational Cultures – Bridging Culture Chasm 3. Intercultural Leadership Styles 4. Behavioural Patterns in Intercultural Business Context 5. Levels of Intercultural Competence in Business Communication</p>		
Text (Main literature)	<p>1. Comfort Jeremy; Franklin Peter <i>The Mindful International Manager</i>. CoganPage, London, 2014 2. Storti Craig <i>Cross-cultural Dialogues</i>, 2nd ed., Intercultural Press, USA, 2017 3. Holliday Adrian <i>Understanding Intercultural Communication</i>. Routledge, 2013. 4. Pilbeam Adrian, Market Leader: <i>Working Across Cultures</i>, Pearson, 2013</p>		
Assessment	<p><u>The Final Grade will be summarized of:</u></p> <ul style="list-style-type: none"> •Lectures & Seminars Participation Grade - 20 credits; •Interactive E-workbook Tasks Completion – 10 credits; •Interactive Online Midterm-test Grade – 10 credits; •Final Test Grade – 20 credits; •Exam Grade – 40 credits. 		
Teaching Methods	Interactive lectures, seminars, teamwork, problem solving, case study analysis, project presentation; interactive online tests		