



C E M I

CENTRAL EUROPEAN MANAGEMENT INSTITUTE

Intercultural communication

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WHAT DO YOUR STUDENTS GAIN FROM THE STUDY AND FROM COMPLETING THIS SUBJECT

Studying this subject will give you an intercultural competence, meaning the active possession by individuals of qualities which contribute to effective intercultural communication and can be defined in terms of three primary attributes: knowledge, skills and attitudes. This module will deal with all of these three elements.

After completing this subject, you will be able not only to better understand the different culture types thanks to the acquired theoretical knowledge but also to have a solid ability to implement it in the practical life, both on the private and professional side. This module is extremely helpful especially for professionals working in international teams and multinational companies.

Studying this subject will mainly give you an opportunity to continuously **consult your lecturer, an expert on the topic, about real problems, practical cases and situations**, and to design a solution to these problems in the form of practically oriented case study (essay) elaborated under the lecturer's guidance. As the consultations are not held in groups but only between you and the lecturer, you **can consult also sensitive company issues**, including specific data etc., without any worries about sharing this information with other students.

The output from this subject is thus a valuable document that can be immediately used in your own company or job, providing high value-added thanks to one-to-one consultations with an expert.

EXAMPLES OF FIELDS AND TOPICS TO BE CONSULTED WITH THE LECTURER

- Failures in communication
- Ways to improve communication skills
- Challenges of working in international teams
- Importance of training for expatriates
- Etc.
- More topics within the lecturer's area of competence can be agreed upon

COMPLETION OF THE SUBJECT

In order to complete the subject, students elaborates an **essay** in which they **address a specific topic from their practice** related to the given subject, or one of the **model topics prepared by the lecturer** (see below). The essay should contain **7-10 pages in the A4 format**, comprising at least **8 standard pages of text**. The evaluation of the essay is done by the lecturer and expressed in percentage. **50% and more** means that the student has **completed the subject successfully**.

MODEL TOPICS FOR THE ESSAY



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1. Comparison of your home culture with selected other country/culture type
2. Pros and cons of international team environment
3. Challenges of expatriate life
4. Best practice in building relationships in a foreign country/culture
5. Handling a culture-related conflict
STUDY LITERATURE AND OTHER RESOURCES
Supporting study materials elaborated by the lecturer (available online in the study system)
E-books available online:
Intercultural Communication: A Reader
Handbook of Intercultural Communication and Cooperation
Intercultural Communication
Other study literature (Authors: Name, Publisher, Year of publishing, ISBN):
See below
Other useful resources (videos, online professional groups, blogs, discussions etc.):
IC video

Recommended literature and other sources:

Geert HOFSTEDE, Gert Jan HOFSTEDE, Michael MINKOV, Cultures and Organizations (Intercultural Cooperation and Its Importance for Survival) McGraw Hill 2010, ISBN: 978-0-07-177015-6

Fred E. JANDT, An Introduction to Intercultural Communication (Identities in a Global Economy), SAGE 2013, ISBN: 978-1-4129-9287-9

Wallace V. SCHMIDT, Roger N. CONAWAY, Susan S. EASTON, William J. WARDROPE, Communicating Globally (Intercultural Communication and International Business), SAGE 2007, ISBN: 978-1-1317-1

Shuang LIU, Zala VOLČIČ, Cindy GALLOIS, Introducing Intercultural Communication (Global Cultures and Context), SAGE 2013, ISBN: 978-1-84860-035-2