

**TUTORIAL COURSE FORM – 2018-2019 ACADEMIC YEAR**

<b>Name of the tutorial course (Erasmus/exchange students)</b>	INTERCULTURAL COMMUNICATION IN BUSINESS
<b>Professor</b>	Name <u>    Sorina Chiper    </u> Office <u>    B 507    </u> Email <u>    chipersorina2005@yahoo.com    </u>
<b>Semester in which the tutorial course is available</b>	Fall, Spring
<b>No. of ECTS credits</b>	5
<b>Level of study</b>	BA
<b>Short description/Contents</b>	<p>This course covers topics in intercultural communication, from a both theoretical and practical perspective. It analyses various ways in which culture has been defined and understood, the dimensions of culture, cultural differences within Europe and between Europe, the USA, China and Japan.</p> <p><b>Course content</b></p> <ol style="list-style-type: none"> <li>1. Definitions of culture.</li> <li>2. A contextual model of intercultural communication</li> <li>3. Dimensions of culture: Hofstede, Trompenaars.</li> <li>4. Individualism vs collectivism</li> <li>5. Power distance.</li> <li>6. Uncertainty avoidance</li> <li>7. Masculinity vs femininity</li> <li>8. High-context vs low context</li> <li>9. Cultural values, Value orientations</li> <li>10. Verbal vs non-verbal codes</li> <li>11. Cultural stereotypes</li> <li>12. Management practices across cultures</li> <li>13. Intercultural competence</li> </ol>
<b>Assessment</b>	Ongoing, and based on the assessment of individual assignments. Students are required to prepare a presentation that

	<p>would take a comparative approach to one of the issues covered in the reading, or to another issue of their choice, that will be approached from the perspective of intercultural communication theory.</p>
<p><b>Bibliography</b></p>	<p>Hall, E. T. (1976). <i>Beyond Culture</i>. New York: Anchor Press/Doubleday.</p> <p>Hall, E. T., &amp; Hall, M. R. (1987). <i>Hidden Differences. Doing Business with the Japanese</i>, NY: Garden City Anchor Press Doubleday.</p> <p>Hall, E. T., &amp; Hall, M. R. (1990). <i>Understanding Cultural Differences: Germans, French and Americans</i>. London: Intercultural Press.</p> <p>Hofstede, G. (2001). <i>Culture's Consequences; Comparing Values, Behaviors, Institutions and Organizations Across Nations</i>. Thousand Oaks, CA: Sage Publications.</p> <p>Hofstede, Geert, Hofstede Gert Jan <i>Cultures and Organisations. Software of the Mind</i>. New York: McGraw Hill, 2005</p> <p>Jandt, F. E. (2012). <i>An Introduction to Intercultural Communication: Identities in a Global Community</i>. Thousand Oaks: Sage.</p> <p>Kobayashi, J., &amp; Viswat, L. (2014). 3-D Negotiation in a business context. Negotiation between Japanese and Americans. <i>Journal of Intercultural Communication</i>, issue 34, March 2014.</p> <p>Lewis, R. D. (2006). <i>When Cultures Collide: Leading Across Cultures</i>. Boston, Mass.: Nicholas Brealey.</p> <p>Spencer-Oatey, H. (Ed.) (2008). <i>Culturally Speaking. Culture, Communication and Politeness Theory</i>. London: Continuum.</p>

	<p>Ting-Toomey, S. (1999). <i>Communicating Across Cultures</i>. New York: The Guilford Press.</p> <p>Trompenaars, Fons, Hampden-Turner, Charles <i>Riding the Waves of Culture: Understanding Diversity in Global Business</i>, McGraw-Hill, 1998</p> <p>Varner, I., &amp; Beamer, L. (2010). <i>Intercultural Communication in the Global Workplace</i>. Boston: McGraw-Hill Education.</p>
<b>Observations</b>	The course is offered as a tutorial, with regular teacher-student meetings.