



UNIVERSITATEA „ALEXANDRU IOAN CUZA” din IAȘI

FACULTATEA de ECONOMIE ȘI ADMINISTRAREA AFACERILOR

TUTORIAL COURSE FORM

2025-2026 ACADEMIC YEAR

Name of the tutorial course (incoming Erasmus/exchange students)	INTERCULTURAL COMMUNICATION IN BUSINESS
Name of the professor	Sorina Chiper
Email of the professor	chipersorina2005@yahoo.com , sorina.chiper@uaic.ro
Office of the professor Consultation days/hours	B 507
Semester(s) in which the tutorial course is available	Fall, Spring
No. of ECTS credits	5
Level of study (bachelor/master/PhD)	Bachelor
Short description/Contents	<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>Course content</p> <ol style="list-style-type: none">1. Definitions of culture.2. A contextual model of intercultural communication3. Dimensions of culture: Hofstede, Trompenaars.4. Individualism vs collectivism5. Power distance.6. Uncertainty avoidance7. Masculinity vs femininity8. High-context vs low context9. Cultural values, Value orientations10. Verbal vs non-verbal codes11. Cultural stereotypes12. Management practices across cultures13. Intercultural competence
Assessment/Evaluation	<ol style="list-style-type: none">1. Participation in virtual exchange (25% of final grade)2. One essay based on course materials (50 % of the final grade)3. Submission of digital learning diary (25% of



	final grade)
Bibliography	<p>Hall, E. T. (1976). <i>Beyond Culture</i>. New York: Anchor Press/Doubleday.</p> <p>Hall, E. T., & Hall, M. R. (1987). <i>Hidden Differences. Doing Business with the Japanese</i>, NY: Garden City Anchor Press Doubleday.</p> <p>Hall, E. T., & 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., & 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., & Beamer, L. (2010). <i>Intercultural Communication in the Global Workplace</i>. Boston: McGraw-Hill Education.</p>
Observations	<p>The course is offered as a tutorial, with regular teacher-student meetings.</p>