

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of Modern Languages and Business Communication
1.4. Field of study	International business and economics
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Communication in English
1.8. Language of study	English
1.9. Academic year	2017-2018

## 2. Information on the discipline

2.1. Name	<b>Intercultural Business Communication</b>								
2.2. Code	<b>17.0091IF1.2-0001</b>								
2.3. Year of study	<b>1</b>	2.4. Semester	<b>2</b>	2.5. Type of assessment	<b>Exam</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>4</b>
2.8. Leaders	C(C)	<b>lect.univ.dr. DUMITRESCU VIRGINIA MIHAELA</b>				mihaela.dumitrescu@rei.ase.ro			
	S(S)	<b>lect.univ.dr. DUMITRESCU VIRGINIA MIHAELA</b>				mihaela.dumitrescu@rei.ase.ro			

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	3.00 of which
	C(C) 2.00
	S(S) 1.00
3.3. Total hours from curriculum	42.00 of which
	C(C) 28.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	100.00
3.5. Total hours of individual study	58.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	20.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	10.00
Tutorials	1.00
Examinations	2.00
Other activities	15.00

## 4. Prerequisites

4.1. of curriculum	
4.2. of competences	• Oral and written communication skills.

## 5. Conditions

for the C(C)	<ul style="list-style-type: none"> <li>• Lecture room endowed with computer, video projector, white board</li> <li>• Students are not allowed to use their mobile phones during lectures</li> </ul>
for the S(S)	<ul style="list-style-type: none"> <li>• Seminar room endowed with computer, video projector, white board</li> <li>• Students are not allowed to use their mobile phones during seminars</li> </ul>

## 6. Acquired specific competences

PREFESSIONAL	C4	
PREFESSIONAL	C6	

## 7. Objectives of the discipline

7.1. General objective	• Developing effective communication skills necessary in an intercultural business environment
7.2. Specific objectives	<ul style="list-style-type: none"> <li>• Developing students' cultural competence and global mindset</li> <li>• Assimilating the main concepts, theories and models of intercultural studies applied to international business</li> <li>• Developing students' ability to perform adequately, from a linguistic point of view, in various situations of intercultural communication; developing oral and written intercultural communication skills</li> <li>• Developing students' active listening skills for effective cross-cultural communication in everyday situations, as well as in multicultural academic and professional settings</li> <li>• Developing students' multicultural teamwork skills</li> <li>• Developing students' individual study and research skills.</li> </ul>

## 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	TOPIC: The social, economic and cultural global framework of business communication	• Interactive presentation of the social, economic and cultural global framework of business communication.	
2	TOPIC: The conceptual framework of intercultural business communication	• Presentation of the conceptual framework of intercultural business communication	
3	TOPIC: Managing cultural differences, part I: layers of culture, cultural diversity and pluralism, culture shock	<ul style="list-style-type: none"> <li>• Presentation of cultural concepts (national culture, corporate culture, multiculturalism): an anthropological approach.</li> <li>• Presentation of Kalervo Oberg's understanding of culture shock</li> </ul>	
4	TOPIC: Managing cultural differences, part II: cultural awareness, cultural competence, cultural identity, stereotypes, cultural sensitivity, cultural intelligence, emotional competence	• Interactive presentation of the conditions for effective intercultural business communication; the patterns of thinking that should be avoided for effective intercultural communication.	

5	TOPIC: Other cross-cultural analysis models: Richard Lewis, Richard Castillo, Richard Gesteland.	<ul style="list-style-type: none"> <li>• Interactive and video presentation of 3 more models of cross-cultural analysis and the way they can be used to develop intercultural business communication skills.</li> </ul>	
6	TOPIC: Models of cross-cultural analysis & their relevance to intercultural business communication, Part I (Edward Hall, Clyde Kluckhohn, F.R. Kluckhohn-F.L. Strodbeck)	<ul style="list-style-type: none"> <li>• Interactive video presentation of various models of cross-cultural analysis and the way they can be used to develop intercultural business communication skills.</li> </ul>	
7	TOPIC: Models of cross-cultural analysis & their relevance to intercultural business communication, Part II	<ul style="list-style-type: none"> <li>• Interactive video presentation of various models of cross-cultural analysis and the way they can be used to develop intercultural business communication skills (continued).</li> </ul>	
8	TOPIC: Cross-cultural analyses based on „dimensions”, Part I (an assessment of the relevance of Hofstede’s model to intercultural business communication)	<ul style="list-style-type: none"> <li>• Interactive presentation of cross-cultural analysis models based on „dimensions” and the way they can be used to develop intercultural business communication skills.</li> </ul>	
9	TOPIC: Idem, Part 2 (Hampden-Turner & Trompenaars’ Model: a useful tool for intercultural business communication)	<ul style="list-style-type: none"> <li>• Interactive presentation of cross-cultural analysis models based on „dimensions” and the way they can be used to develop intercultural business communication skills (continued).</li> </ul>	
10	TOPIC: Richard Gesteland’s model (continued): Paraverbal and non-verbal business communication	<ul style="list-style-type: none"> <li>• Interactive presentation of the role of non-verbal and paraverbal communication in various situations of intercultural business interaction (e.g. negotiations, meetings).</li> </ul>	
11	TOPIC: National culture and corporate culture, Part I	<ul style="list-style-type: none"> <li>• Presentation of the differences and relationship between national culture and corporate/organizational culture.</li> <li>• Analysis of the influence of organizational/corporate culture on business communication.</li> </ul>	
12	TOPIC: National culture and corporate culture, Part II	<ul style="list-style-type: none"> <li>• Analysis of various models of organizational culture specific to various economic fields and parts of the world.</li> <li>• Discussing the importance of organizational culture as a condition for business business.</li> </ul>	

13	TOPIC: Cross-cultural business negotiations, I	• Presentation of the main negotiating styles specific to various cultures; the importance of avoiding conflict, misunderstanding and culture shock, and the ways to capitalize on cultural differences.	
14	TOPIC: Cross-cultural business negotiations, II	• Presentation of the main negotiating styles specific to various cultures; the importance of avoiding conflict, misunderstanding and culture shock, and the ways to capitalize on cultural differences (continued).	

### ***Bibliography***

- Foster, Dean Allen, *Bargaining across Borders. How to Negotiate Business Successfully Anywhere in the World*, McGraw-Hill, Inc, 1995, Statele Unite ale Americii
- Gesteland, Richard R. , *Cross-Cultural Business Bahaviour*, Handelshojskolens Forlag, Copenhagen, 1997, Danemarca
- Hall, Edward T., *The Silent Language*, Anchor Press/Doubleday, New York, 1990, Statele Unite ale Americii
- Hall, Edward T., *The Dance of Life*, Anchor Press/Doubleday, New York, 1983, Statele Unite ale Americii
- • Hampd Turner, C. and Trompenaars, F. , *Riding the Waves of Culture*, McGraw-Hill, New York, 1997, Statele Unite ale Americii
- Hofstede, G. , *Cultures and Organizations*, McGraw Hill, London, 1991, Statele Unite ale Americii
- Hofstede, G, *Culture's Consequences*, Sage Publications, Newbury Park, CA. , 2003, Statele Unite ale Americii
- • Kluckhohn, F.R. & Strodtbeck, F.L. , *Variations in Value Orientations.* , Row, Peterson, Evanston, Ill, 1961, Statele Unite ale Americii
- Lewis, R. D., *When Cultures Collide: Managing Successfully Across Cultures*, Nicholas Brealey, London, 1993, Statele Unite ale Americii

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	TOPIC: Layers of culture, cultural diversity and pluralism, culture shock; cultural stereotypes	<ul style="list-style-type: none"> <li>• Debate and case study on culture shock and ways of minimizing its negative effects on business.</li> <li>• Debate (with video material, case study and exercises) on cultural stereotypes and ways of avoiding them (by developing cultural competence/sensotivity/intelligence and fighting ethnocentrism/parochialism)</li> </ul>	
2	TOPIC: Models of cross-cultural analysis & their relevance to intercultural business communication: Edward T. Hall	<ul style="list-style-type: none"> <li>• Seminar focused on discussing/ illustrating the relevance of intercultural analysis models to business (with exercises and case study)</li> <li>• Models of intercultural analysis applied to concrete business communication situations.</li> </ul>	

3	<p>TOPIC: Models of cross-cultural analysis &amp; their relevance to intercultural business communication: Geert Hofstede, Fons Trompenaars Richard Lewis, Richard Castillo, Richard Gesteland</p>	<ul style="list-style-type: none"> <li>• Seminar focused on discussing/ illustrating the relevance of intercultural analysis models to business (with exercises and case study)</li> <li>• Models of intercultural analysis applied to concrete business communication situations.</li> </ul>	
4	<p>TOPIC: Models of cross-cultural analysis &amp; their relevance to intercultural business communication: Richard Lewis, Richard Castillo, Richard Gesteland</p>	<ul style="list-style-type: none"> <li>• Seminar focused on discussing/ illustrating the relevance of intercultural analysis models to business; case study</li> <li>• Models of intercultural analysis applied to concrete business communication situations.</li> </ul>	
5	<p>TOPIC: Richard Gesteland: Paraverbal and non-verbal business communication</p>	<ul style="list-style-type: none"> <li>• Seminar focused on discussing/ illustrating the relevance of R. Gesteland's model of intercultural analysis to business ; case study</li> <li>• Turning the theoretical model into communication and behavioural patterns for effective business performance across cultures.</li> </ul>	
6	<p>TOPIC: The relation between national culture and corporate culture, and its impact on business</p>	<ul style="list-style-type: none"> <li>• Discussing the differences among various types of corporate culture (their advantages and disadvantages), and the importance of adequate corporate culture as a condition for business success.</li> </ul>	
7	<p>TOPIC: Harnessing cultural competence for effective cross-cultural negotiations</p>	<ul style="list-style-type: none"> <li>• Using cultural competence in situations of intercultural negotiations: debate and case study</li> </ul>	

***Bibliography***

- The World is Flat, Straus and Giroux, 2007
- Bargaining across Borders. How to Negotiate Business Successfully Anywhere in the World, McGraw-Hill, 1995
- Cross-Cultural Business Behaviour, Copenhagen, 1997
- The Silent Language, Anchor Press/Doubleday, 1990
- The Dance of Life, Anchor Press/Doubleday, 1983
- Riding the Waves of Culture, McGraw-Hill, 1997
- Cultures and Organizations, McGraw Hill, 2010
- Cultures and Organizations, McGraw Hill, 1991
- Culture's Consequences, Sage Publications, 2003
- Variations in Value Orientations. Evanston, Peterson, 1961
- When Cultures Collide: Managing Successfully Across Cultures, Nicholas Brealey, 1993
- The McDonaldization of Society, . Pine Forge Press , 2011

**9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

• Keeping in contact with representatives of the epistemic community and of the business environment.

**10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Active listening, interaction with course leader and peers	Self-assessment, peer-assessment, seminar leader assessment	10.00
10.2. S(S)	Seminar attendance and seminar activity	Assessment of skills and knowledge specific to the professional and / or academic environment	5.00
10.3. S(S)	- Group project (written)	Keeping a weekly record of students' seminar performance.	30.00
10.4. S(S)	- Intercultural business communication skills		5.00
10.5. Final assessment	- Written exam	Assessment of knowledge and intercultural communication skills specific to the professional and academic environment.	50.00
10.6. Modality of grading	Whole notes 1-10		
10.7. Minimum standard of performance	<ul style="list-style-type: none"> <li>• Contributing to a group project</li> <li>• Demonstrating one's cultural competence and cross-cultural communication skills for effective performance in intercultural professional and academic settings.</li> </ul>		

Date of listing,  
05/26/2022

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,