

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
INDUSTRIAL BUSINESS DEPARTMENT

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: "INTERCULTURAL ASPECTS OF BUSINESS";

DEGREE PROGRAMME: „International business and economics“, Master’s Degree

YEAR OF STUDY: 5; SEMESTER: 9;

TOTAL STUDENT WORKLOAD: 150h.; incl. curricular 45 h.

CREDITS: 5

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
) LECTURES	30	2
) SEMINARS (lab. exercises)	15	1
EXTRACURRICULAR	105	-

Prepared by:

1.
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2.
(Senior Lecturer Diana Miteva)

Head of department:
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. ANNOTATION

Intercultural Aspects of Business is an interactive course with a special emphasis on the interrelation between culture, management, organizations and business communication. Topics such as business management, organization practices, negotiations, meetings management and presenting to a multicultural audience are discussed in an intercultural context.

While the course introduces a number of well-established theoretical models (Edward Hall, Geert Hofstede, Fons Trompenaars, The Globe Project), it aims to strike the balance between theory and practice, making the most of students as a resource and further developing key competences such as cross-cultural awareness, critical thinking, the ability to work in multicultural teams and to interact effectively across business cultures.

The module provides a general overview of cross-cultural differences in doing business, focusing on structured business communication situations. Within the course students will be aware that all aspects of business communications are culture-bound, e.g. team-building, questioning techniques, assigning tasks, negotiating, prioritizing, status ascription, problem-solving and risk-taking. Similarly, management styles would be strongly influenced by culture in issues such as planning, organizing, staffing, decision making, directing and controlling.

Using various cross-cultural examples and case studies, the course uses experiential/reflective method and learning by doing.

On completing the course, students will have wider knowledge of cross-cultural issues and their impact on doing business internationally. Being aware of different business practices and with an open attitude towards cultural diversity, they will be able to operate more effectively across cultures in business and in every day context.

II. THEMATIC CONTENT

No.	TITLE OF UNITS AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
I.	CULTURE AND CULTURE MODELS	3	2	
I.1	Introduction to intercultural business communication.			
I.2	Culture. Definitions. Culture models.			
I.3	Course requirements. Structure. Competences and skills developed.			
II.	NATIONAL CULTURE AND BUSINESS	8	4	
II.1	Dimensions of culture. Hall's model. Polychronic and monochronic cultures. High –context vs low-context cultures.			
II.2	National culture dimensions. Hofstede's 6 culture dimension model.			
II.3	Culture and values. Value orientations. Trompenaars's 7 culture dimensions.			
II. 4	Culture dilemmas. Culture profiling. Ethnocentrism and relativism. Implications for business.			
III.	CULTURE, MANAGEMENT AND ORGANIZATIONS	8	4	
III.1	Cultures and management styles. The effect of cultural values on management.			
III.2	Culture and corporate structures.			
III.3	Culture and leadership. Types of leadership.			
III.4	Cultural change in organisations.			
III.5	Cultural diversity in organisations.			

IV.	CULTURE AND BUSINESS COMMUNICATION	11	5	
IV.1	Business communication across cultures.			
IV.2	Barriers to intercultural communication.			
IV.3	Negotiating internationally.			
IV.4	Presenting across cultures. Skills development: cultural differences and presentation format/style.			
IV.5	Non-verbal communication in cross-cultural perspective.			
IV.6	Communication framework. Active listening. Speaking persuasively. Cialdini's principles			
IV.7	Working with international teams. Managing international meetings.			
IV.8	Conflict management. Assertiveness in the workplace.			
IV.9	Gender and communication. Stereotyping.			
IV.10	Developing intercultural communicative competence.			
IV.11	Global recruitment. Talent management. Trends. Intercultural communication skill as employment skill.			
	Total	30	15	

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. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	No	Extracurricular hours
1.	Term control		
1.1	Preparation for seminars	2	10
1.2.	Projects – on predefined themes: 2 assignments	2	40
1.3.	Tests and test preparation	2	10
1.4.	Presentation	1	20
	Total mid-term control:	7	80
2.	Final term control		
2.1.	Written exam	1	25
	Total final term control:	1	25
	Total for all types of control:	8	105

V. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Browaeys, Marie-Joelle and Price, Roger (2011), *Understanding Cross-Cultural Management*, Prentice Hall. (selected chapters).
2. Dignen, Bob & Chamberlain, James (2010), *Fifty Ways to Improve Your Intercultural skills*, Summertime Publishing. (selected chapters).

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Allison, John, Appleby, Rachel, Chazal, Edward (2009), *The Business*, McMillan.
2. Chaney, Lilian H. & Martin, Jeanette S (2010), *Intercultural Business Communication*, Prentice Hall.
3. Corballis, T. and Jennings, W (2009), *English for Management Studies in Higher Education Series*, Garnet education

4. Dignen, Bob, (2011), *Communicating Across Cultures*, Cambridge University Press.
5. Hofstede, Geert, Hofstede, Gert Jan & Minkov, Michael (2010), *Cultures and Organizations: Software of the Mind*, McGraw-Hill
6. Johnson, Christine & Barrall, Irene (2011), *Advanced Intelligent Business Skills Book*, Longman
7. Trompenaars, Fons & Hampden-Turner, Charles (1998), *Riding the waves of culture: Understanding cultural diversity in global business*, McGraw-Hill
8. Utley, Derek, (2004), *Intercultural Resource Pack*, Cambridge Professional English.