

## SYLLABUS for the course

| Basic data for the course                                  |   |          |       |
|--|---|----------|-------|
| <b>Academic unit:</b>                                      | Faculty of Economy  |          |       |
| <b>Title of the course:</b>                                | Communication and Cultural differences  |          |       |
| <b>Level:</b>  | Bachelor  |          |       |
| <b>Status of the course:</b>                               | Elective  |          |       |
| <b>Year of studies:</b>                                    | II  |          |       |
| <b>Number of hours per week:</b>                           | 2+1   |          |       |
| <b>ECTS credits:</b>                                       | 4   |          |       |
| <b>Time/location:</b>                                      | <i>Friday, room 6, 10h</i>  |          |       |
| <b>Tutor:</b>  | Prof.asoc. dr. Fatos Ukaj   |          |       |
| <b>Tutor's contact details:</b>                            | <a href="mailto:fatos.ukaj@uni-pr.edu">fatos.ukaj@uni-pr.edu</a>  |          |       |
| Content of the course                                      |   |          |       |
|  | <p>This course gives students insights on a major issue that affects the International Business and Marketing as an activity that takes place in all spheres of life at the local, regional, and global level. Communication and cultural differences will be clarified by making a detailed introduction, in fact it focuses on how cultural differences - at the regional, national, corporate and functional levels - affect business work styles and the protocol, particularly communication, and how versatile cross-cultural becomes a key factor in a nduardish, globalized workplace. Theories and concepts on states, and corporate cultures are complemented by real-life cases, testimonies from concrete cases, and empirical research of theorists, but also of the students themselves in their works.</p>   |          |       |
| Course's objectives:                                       |   |          |       |
|  | <p>The main purpose of this course is to familiarize students with the basic concepts and principles of Communication within the International Business and Marketing Sector. Based on contemporary topics of globalization, liberalization and technology, this course aims to provide knowledge on the expansion of links, and the achievement of convergence in market diversity. Effective intercultural communication skills are important in a multicultural society, especially for those individuals who are in positions that require effective management of cultural conflicts. The acquisition of this curriculum enables students to benefit in raising their skills for further studies and work in the future.</p>   |          |       |
| The expected outcomes:                                     |   |          |       |
|  | <ul style="list-style-type: none"> <li>• Identify the concepts, theories, models and issues that shape the dynamics of business relationships across cultures and national boundaries.</li> <li>• To gain insight into the values, work styles and business protocol of different cultures, countries and corporations, in the context of a global solution.</li> <li>• Develop practical communication skills in the workplace through a simulated multicultural corporate environment.</li> <li>• Understanding Communication Interaction and Cultural Differences with Other Marketing Communication Activities, Basic Communication Process - Research, Planning, Communication,</li> <li>• Evaluation - and use of communication strategies to achieve organizational goals.</li> <li>• Practical guidelines for the use of written, spoken and visual techniques to reach the selected audience,</li> </ul> |          |       |
| The students' workload ( <i>hours per semester, ECTS</i> ) |   |          |       |
| Activity   | Activity  | Activity | Total |
| Lectures   | 2   | 15       | 30    |

| Seminars (theoretical and practical)     | 1   | 15                        | 15         |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
|--|---|---------------------------|------------|------------------------|--|---------------------------|--|--|--|----------|-----|-------------------------|-----|-----------------|-----|-----------------|-----|------------|------------|----------------|-----|--|--|------------|------------|-------|------|-------|------|--|--|
| Case studies                             |   |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Direct contact with tutor                |   |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Field research                           |   |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Colloquiums                              | 2   |                           | 2          |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Homework                                 | 8   |                           | 8          |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Individual study (at library or at home) | 3   | 15                        | 45         |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Final preparation for the exam           |   |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Evaluation                               |   |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Projects, presentation etc.              |   |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| <b>Totali</b>                            |   |                           | <b>100</b> |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Teaching methods:                        | <ul style="list-style-type: none"> <li>• Interactive lectures illustrated with power point presentations,</li> <li>• seminars, debates and group work on specific issues (analysis and discussion)</li> <li>• interactive work, group work, learning by working and repeating.</li> </ul>   |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Assessment methods:                      | <p>In order to have a fair and appropriate assessment of students throughout the semester, the final mark consists of points that students earned in all activities throughout the semester in lectures, seminars, presentations, essays etc. These are calculated as follows:</p> <table> <thead> <tr> <th colspan="2"><u>Full time study</u></th> <th colspan="2"><u>Part time students</u></th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td>Seminars</td> <td>10%</td> </tr> <tr> <td>Presentation-home work:</td> <td>15%</td> <td>Individual work</td> <td>10%</td> </tr> <tr> <td>Assessment–Test</td> <td>25%</td> <td>Final exam</td> <td><u>80%</u></td> </tr> <tr> <td>Other-Seminars</td> <td>10%</td> <td></td> <td></td> </tr> <tr> <td>Final exam</td> <td><u>50%</u></td> <td>Total</td> <td>100%</td> </tr> <tr> <td>Total</td> <td>100%</td> <td></td> <td></td> </tr> </tbody> </table> |                           |            | <u>Full time study</u> |  | <u>Part time students</u> |  |  |  | Seminars | 10% | Presentation-home work: | 15% | Individual work | 10% | Assessment–Test | 25% | Final exam | <u>80%</u> | Other-Seminars | 10% |  |  | Final exam | <u>50%</u> | Total | 100% | Total | 100% |  |  |
| <u>Full time study</u>                   |   | <u>Part time students</u> |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
|  |   | Seminars                  | 10%        |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Presentation-home work:                  | 15%   | Individual work           | 10%        |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Assessment–Test                          | 25%   | Final exam                | <u>80%</u> |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Other-Seminars                           | 10%   |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Final exam                               | <u>50%</u>  | Total                     | 100%       |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Total                                    | 100%  |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| <b>Literature</b>                        |   |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
|  | Cooper, J., Calloway-Thomas, Carolyn, & Simonds, C. (2007). Intercultural Communication: A Text with Readings. New York: Pearson.   |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |
| Additional literature:                   | Hodgetts et al, International Management : Culture, Strategy and Behavior, McGrawHill, 6th Edition, New York 2006<br>Chaney and Martin, Intercultural Business Communication, Pearson, New Jersey 2004<br>Students will find the following online journal useful: Journal of Intercultural Communication. <a href="http://www.immi.se/intercultural/">http://www.immi.se/intercultural/</a>   |                           |            |                        |  |                           |  |  |  |          |     |                         |     |                 |     |                 |     |            |            |                |     |  |  |            |            |       |      |       |      |  |  |

| <b>The detailed plan of work:</b> |   |
|-----------------------------------|---|
| <b>Week</b>                       | <b>Topic</b>  |
| <i>Week 1</i>                     | Topic: Introduction to International Marketing. Key concepts and their analysis   |
| <i>Week 2</i>                     | - general marketing knowledge   |
| <i>Week 3</i>                     | -marketing and the features of globalization, the role of communication   |
| <i>Week 4</i>                     | Theme: Corporate culture and philosophy. Principles and business values. Governance. Corporate image and communication. Labor ethics and rituals. |
| <i>Week 5</i>                     | Topic: Evolution of Marketing Communications,   |
| <i>Week 6</i>                     | Theme: Ethics and Professionalism   |
| <i>Week 7</i>                     | Theme: Defining Culture. Framework for cultural analysis:   |
| <i>Week 8</i>                     | Theme: Theories / Models. East-West Dichotomy. Stereotypes. Dimensions.   |
| <i>Week 9</i>                     | Topic: Intermediate Evaluation  |
| <i>Week 10</i>                    | Topic: Communication, context of language. Non-verbal (bodily) language.  |

|                |  |
|----------------|--|
| <i>Week 11</i> | Topic: Writing. Translation problems.  |
| <i>Week 12</i> | Topic: Public opinion and obedience,   |
| <i>Week 13</i> | Topic: Researching cultural profiles. Social and business ethics around the world - different aspects. |
| <i>Week 14</i> | Theme: Cultural Sessions. European / Asian / African, etc. / family businesses.                        |
| <i>Week 15</i> | Theme: Family Businesses. Laws for Business and Travel. ,  |

**Academic policies and code of conduct:**

Students are expected to participate in lectures, seminars and group discussions. Tutor is available for individual consultations as well. Students are required to read the literature before each lecture. Students are not obliged to undertake the intermediate assessments during the semester. They should respect the code of conduct during lectures and exams and in communication with the academic staff.