



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

An Empowered Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | COLLEGE with Potential for Excellence

Course specification card

1. BASIC INFORMATION ON THE COURSE

Course name	Managing Intercultural Communication in a Global World
Academic year	2022/2023
Faculty	mgr Małgorzata Wejsis-Gołębiak Dr. Zakira Shaikh
Field of study	Arts and Commerce
Education level	UITM & SCAC – Undergraduate Students
Education profile	Practical
Specialty	Arts and Commerce

Lec	Tutorial	RC	Lab	P	eL.	ECTS
-	25	-	-	-	-	2

2. PREREQUISITES (resulting from the sequence of courses)

None

3. LEARNING OUTCOMES AND THE METHOD OF CARRYING OUT ACTIVITIES

3.1. Course learning outcomes - knowledge, skills and social competences,

No.	Description of the learning outcomes for the course	
	After completing the training, the student has the following knowledge	
P_W01	Demonstrate adaptability and sensitivity towards new cultural perspectives including an interest in revising own values, beliefs, or behaviors	
P_W02	Develop flexibility and adaptability in intercultural communication	
P_W03	Apply concepts of the field to analyze and interpret case examples of intercultural communication and conflict	
P_W04	Articulates a complex understanding of cultural differences in verbal and nonverbal communication	
	After completing the training, the student has the following SKILLS	
P_U01	Develop an ability to encounter various communication challenges based on social and cultural backgrounds.	
P_U02	Expand the ability to think critically about vital problems and controversies arising while communicating through social media	
P_U03	Apply theoretical insights and practical communication skills to address intercultural business dilemmas	
P_U04	Develop competence through application of various social media tools through effective intercultural communication	



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Note: Here we can also add “competences”

3.2. Forms of classes and number of hours and ECTS credits

Lec	Tutorial	RC (recitation classes)	Lab	P (project) Assignment s and Projects	eL	ECTS
	25			5		2

3.3 Teaching delivery methods

Forms of classes	Delivery method
Lecture	25 Hours
Laboratory	
Project	5 Hours- Student Assignments, Presentations and discussions

3.4. Learning content (separately for each form of classes)

LECTURE

No	Learning content	Date and Faculty
L1	<ul style="list-style-type: none"> Faculty and Student Introduction Introduction to Intercultural Communication Overview of the course content 	5 th Nov 2022 Both the teachers
L2	<ul style="list-style-type: none"> Importance of Intercultural communication in the globalized world Complexity of Intercultural interactions and Influence of culture on communication process Intercultural competences and communication. Models for analyzing cultures of Trompenaars and Hampden-Turner, E. Hall, KluckhohnStrodtbeck. 	19 th Nov 2022 Małgorzata Wejsis-Gołębiak
L3	<ul style="list-style-type: none"> Theories in Intercultural Communication: <ul style="list-style-type: none"> ➤ Hofstede's Cultural Dimensions ➤ The Cultural Orientations Model Identifying Intercultural communication differences. Understanding Verbal and Non-verbal communication in intercultural ecosystem Understand how verbal and nonverbal communication is shaped by culture. 	26 th Nov 2022 Dr. Zakira Shaikh
L4	<ul style="list-style-type: none"> Cultural Identity: How is one's identity built and developed? Issues and Challenges while dealing with intercultural communication in business and workplace- Prejudice, Racism & Discrimination. 	3 rd Dec 2022 Małgorzata Wejsis-Gołębiak



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L5	<ul style="list-style-type: none"> • What are the Communication Issues Facing a Global Identity? • Identifying Global Personalities and studying how do they deal with managing Global Identities 	10th Dec 2022 Dr. Zakira Shaikh
L6	<ul style="list-style-type: none"> • Cultural differences in business and international negotiations. R. Gesteland's model of culture division. • Intercultural communication is global workforce • Enhancing Interpersonal Competency in diverse work culture. 	17th Dec 2022 Małgorzata Wejsis-Gołębiak
L7	<ul style="list-style-type: none"> • Effective Intercultural communication in Digital era- Engagements through Social media platforms like Twitter, Instagram, Facebook (Managing cross broader communication conflicts) 	14th Jan 2023 Dr. Zakira Shaikh
L8	<ul style="list-style-type: none"> • Students Presentation(3 hours) 	28th Jan 2023
L9	<ul style="list-style-type: none"> • Student Presentation and Concluding the course 	4th Feb 2023

3.5. Literature

Obligatory literature
S. Magala, Cross-cultural competence, London 2005
G. Hostede, Culture and Organizations: Software of the Mind, McGraw-Hill, 2004
R. Gesteland, Cross-Cultural Business Behavior, Marketing, Negotiating and Managing Across Cultures
R. Gesteland, Cross-Cultural Business Behavior. A Guide for Global Management, Copenhagen Business School Press, 2012 (http://samples.pubhub.dk/9788763099356.pdf)
E. T. Hall, <i>to be discussed (The Silent Language, The Hidden Dimension, Beyond Culture, The Dance of Life; The Other Dimensions of Time, The Fourth Dimension in Architecture. The Impact of Building on Behavior)</i>
A. Trompenaars & Ch. Hampden-Turner (to be discussed) <ul style="list-style-type: none"> • 1997. <i>Riding The Waves of Culture: Understanding Diversity in Global Business</i> • 2004. <i>Managing People Across Cultures (Culture for Business Series)</i> • 2015. <i>Nine Visions of Capitalism: Unlocking the Meanings of Wealth Creation</i>