

Intercultural Communication - Requirements

Structure of the subject – 1 lecture and 1 seminar

Lectures are not obligatory, but their content will be included in the final exam.

Textbook: KAJZAR, P. a M. CHYLKOVÁ, 2019. Intercultural Communication. SU OPF, Karviná. ISBN 978-80-7510-376-5.

Textbook: HEINZ, K. Intercultural Communication – updated edition

1 Presentation – a topic related to the syllabus of the course – 10 points – 20 min
Study Presentation skills p.86

Foreign students are recommended to present specifics of doing business in their own cultures

2. Seminar work – one of the suggested topics or student's own topic in connection with intercultural communication, but different from the topic of the presentation, it must involve **a small questionnaire research conducted by the students – 5 pages – 20 points – *it must be handed in 3 days before the exam***

- **Parts included: introduction, literature review, own research outcomes (questionnaire), conclusion, resources**
- **Intercultural dimension in non-verbal communication**
- **Adaptation to a target culture**
- **Culture shock**
- **Culture values**
- **Food in various cultures – food prohibitions**
- **Business etiquette**
- **Specifics of a chosen culture in business context**

3. Tests (2) – 2 x 10 points

4. Written exam – 50 points –

Topics:

- 1 Intercultural Communication and its Specifics**
- 2 Business Organization and Culture**
- 3 Division of Cultures**
- 4 The Power of Non-Verbal Communication**
- 5 Effective Communication**
- 6 Business Communication**
- 7 Business Etiquette**
- 8 Meetings and negotiations**
- 9 Written communication**

During the course you can score 100 points – to pass you have to have 60 %:

60 - 69 E

70 - 79 D

80 - 89 C

90 - 95 B

96 - 100 A