

# 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**

<b>Presentation</b>	<b>10 points</b>	<b>seminars</b>
<b>Seminar work</b>	<b>20 points</b>	<b>30 November 2023 IS Homework vaults</b>
<b>Ongoing test 1</b>	<b>10 points</b>	<b>30 October 2023</b>
<b>Ongoing test 2</b>	<b>10 points</b>	<b>27 December 2023</b>
<b>Exam</b>	<b>50 points</b>	<b>examination period</b>

**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**

- 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 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 %:**

<b>60 - 69</b>	<b>E</b>
<b>70 - 79</b>	<b>D</b>
<b>80 - 89</b>	<b>C</b>
<b>90 - 95</b>	<b>B</b>
<b>96 - 100</b>	<b>A</b>