

# Intercultural Communication - Requirements

Structure of the subject – 2 lectures

**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>Seminar work</b>	<b>20 points</b>	<b>30 November 2023 IS Homework vaults</b>
<b>Ongoing test 1</b>	<b>20 points</b>	<b>29 October 2023 online</b>
<b>Exam</b>	<b>60 points</b>	<b>examination period</b>

**1 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

## 2 Test – 20 points

## 3 Written Exam – 60 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