

1. Name of the subject (course unit)		2. Code	
Intercultural Communication		P900PTI13BNSH023	
3. Teacher(s)		4. Unit(s)	
Coordinating teachers: Lect. Javed Imran		Creative society and economy institute	
5. Study cycle	6. Level of the subject (course unit)	7. Type of the subject (course unit)	
First	The subject is not divided in lots	Elective	
8. Implementation form	9. Implementation period	10. Instruction language(s)	
Full-time	Semester 1	English	
11. Requirements for the student			
Prerequisites:		Associated requirements (if any):	
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12. Scope of the subject (course unit) in ECTS	13. Total work load of a student (hours)	14. Contact hours	15. Independent work hours
6	160	16	144
16. Purpose of the subject (course unit): competences developed by the study programme			
Introduce to peculiarities of inter-cultural communication, disclose the peculiar features in the thinking and behaviour of representatives of different cultures, provide practical and theoretical knowledge facilitating the formation of an adequate level and cultural and communication competences for efficient and professional inter-cultural communication.			
17. The interrelation between the learning outcomes of the study programme with the projected results of the subject, and the methods of the assessment of the studies and the student achievements			
Study programme results (learning outcomes)	Results of the study subjects	Study methods	Methods for the assessment of the achievements of the student
4.1 Students will be able to communicate in writing and orally effectively and professionally in multicultural environments, conveying both complete and incomplete information.	Students will be able to understand the peculiarities of the thinking and behaviour of representatives of different cultures.	Problem teaching, demonstration, case studies, active learning methods (brain storm, discussions, team work, roles plays, self-assessment tests), research methods (information search, source analysis, result summarising, verbal and/or written presentation).	Examination (test: closed and open type questions), evaluation of the performance in classrooms, evaluation of individual tasks, evaluation of presentations
	Ability to efficiency and professionally communicate in writing and verbally in inter-cultural environment		
	Ability to resolve conflict situations and problems in an inter-cultural environment		
4.2 Students will be able to clearly articulate the information of the tourism and entertainment industries in the intersection of the creativity economy and concepts of information society.	Ability to evaluate the importance of inter-cultural communication and its peculiarities in the entertainment and tourism industry	Problem teaching, demonstration, case studies, active learning methods (discussions, team work, roles plays, creative tasks), research methods (information search, source analysis, result summarising, verbal and/or written presentation).	Examination (test: closed and open type questions), evaluation of the performance in classrooms, evaluation of creative tasks, evaluation of presentations
	Ability to apply in a creative manner different verbal and non-verbal cultural communication methods in professional activities		
18. Content of the subject			
Themes	Contact hours and studying method		Time and tasks of independent studies

	Lectures	Consultations	Seminars	Practical class	Laboratory classes	Practice	Total contact hours	Independent work	Tasks
1. Introduction to inter-cultural communication (the concept and the development of inter-cultural communication)	1	-	1	-	-	-	2	13	Concepts of inter-cultural communication, analysis of the concepts. Self-evaluation test
2. Culture in the context of communication (concept of culture, the process of taking over and absorption of culture, formal and informal culture)	1	-	1	-	-	-	2	18	Individual task To describe cultural symbols of a country specified by the teacher, identify the main factors shaping the formation of the culture of the country. Prepare a presentation for a seminar
3. Values and culture (understanding of values, elements of expression of values, the role of cultural values in inter-cultural communication, cultural identity)	1	-	1	-	-	-	2	18	Individual task Analyse the material submitted by the teacher, identify values and determine their impact upon communication. Prepare a presentation for a seminar
4. Types of inter-cultural communication (verbal and non-verbal communication, their peculiarities)	1	-	1	-	-	-	2	23	Preparation for a role play. To prepare for a demonstration of a representative of a country specified by the teacher applying verbal and non-verbal means. To apply at a seminar.
5. Theories of inter-cultural communication (theories of E. Hallo, R. D. Lew, G. Hofstede and E. D. Hirsho)	1	-	1	-	-	-	2	21	Individual task To describe peculiarities of communication of representatives of a country specified by the teacher on the basis of theories of inter-cultural communication. Prepare a written report
6. Cultural shock (concept of cultural shock, stages, impact, advantages, models of absorption of an alien culture)	1	-	1	-	-	-	2	20	Group work Students represent a social groups designated by the

										teacher, describe the symptoms of cultural shock based on the presented situation, submit a model for absorption of culture. To apply at a seminar
7. Stereotype and prejudices in inter-cultural communication (concept of stereotypes, functions and meaning in communication, prejudices and their peculiarities).	1	-	1	-	-	-	-	2	15	Individual task To identify 5 examples of cultural stereotypes in mass media, present them at a seminar.
8. Inter-cultural conflicts and their solutions (reasons for such conflicts, solution strategies).	1	-	1	-	-	-	-	2	16	Individual task Analyse instances of conflict situations suggested by the teacher, identify the reasons for the conflicts, propose possible methods of solutions. Present the results to the audience
Total	8	-	8	-	-	-	-	16	144	

19. Strategy and criteria for the evaluation of students			
Evaluation method	Percentage	Accounting time	Evaluation criteria
Work in the classroom at seminars.	15 %	In the course of the semester.	1.5 points: a student is an active participant in discussions, answers questions, able to formulate problems and questions, submits critical comments; 1 point: participates in discussions and responds to questions; 0 points: a student barely participates in the discussions, or has missed more than 1/3 of the seminars.
Presentation of the results	30%	In the course of the semester.	Total five individual tasks. Maximum score to be assigned to each task – 0.6 points. Evaluation methodology: 0.6: Excellent knowledge, abilities and creative skills and originality. 0.5-0.4. Good knowledge and abilities, weaker creative skills and originality. 0.3-0.2. Good knowledge and abilities, weak creative skills and originality. 0.1-0: Minimum requirements not met.
Examination: test	55 %	In the course of the session.	The examination is composed of 20 open and close-end questions. Each correct answer is scored at 0.5 points. Evaluation methodology: 10.-9. Excellent knowledge and abilities. Level of evaluation. 20-17 correct answers. 8.-7: Good knowledge and abilities. Level of synthesis. 16-14 correct answers. 6.-5: Mediocre knowledge and abilities. Level of analysis. 13-10 correct answers. 4-0: Minimum requirements not met. 9 or less correct answers. The score obtained is multiplied by 0.55.

20. Sources of studies, reference lists**Mandatory sources of studies, reference lists**

1. Nakayama, T. K.; Halualani, R. T.(red.). 2013. The handbook of critical intercultural communication. Malden Mass: Wiley-Blackwell. 630 p.
2. Kotthoff, H.; Spencer-Oatey, H. (red.). 2007. Handbook of intercultural communication. De Gruyter Mouton. 560 p.

Additional sources of studies, reference lists

1. Young, Y. K.; Gudykunst, W. B. (red.). 1988. Teories in intercultural communication. London: Newbury Park. 328 p.
2. Journal of Intercultural Communication Research. In internet:
<http://www.tandfonline.com/toc/rjic20/current#.VOZiifmsV8E>