

Rok akademicki: 2019/2020

ID zajęć: 508534

ETAP: Semestr letni

**Informacje ogólne:**

**Prowadzący:** dr Mariusz Wołocięj

**Organizator:** Wydział Nauk Społecznych  
Instytut Psychologii

**Liczba godzin tygodni / semestr:** 0 / 30

**Jezyk wykładowy:** Język angielski

**Kierunek studiów:**

**Lokalizacja w planach rocznych:** Rok - Semestr

**Punkty ECTS:**

**Forma zaliczenia:** Nie sklasyfikowany

**Cele przedmiotu:**

The aim of the lecture Cross-cultural Communication in Management is to introduce a number of theories, basic concepts and tools to describe, analyze and interpret cultural issues of communication in management. Students will learn about basic issues concerning communication across cultures. They will develop a more critical insight into organizational behavior related to communication issues, cultural sensitivity and co-operation in multicultural teams in business.

**Wymagania wstępne:**

English language skills B2 level  
Interests in cultural differences

**Efekty kształcenia dla przedmiotu:**

Learning outcomes/competences:

The students will be given basic knowledge to interact with/in different cultures in order to be aware of the complexity of the attitude to unfamiliar behavioral scripts one can meet in management environment.

The emphasis of the lecture is to allow students to reflect more on their own mental, linguistic and behavioral aspects of communication.

They will become more competent in analysis, deeper understanding and verifying their 'cultural lens' that e.g. condition various preconceptions and stereotypes.

The lecture will deliver basic knowledge to make them eager and open to constructive co-operation on the level of management i.e. more listen than evaluate, first observe and

critically analyze the cultural constraints of complex cultural scripts.

Students will increase their knowledge and abilities conditioning successful negotiations and decision-making skills in an unfamiliar business environment.

The lecture will deliver selected theories, guidelines and instruments necessary for a better adaptation to unfamiliar communication styles and cooperate in multicultural teams.

On the basis of their knowledge students will be more aware of existing one-sidedness in the communication process and deal with differences related to demanding work situations in business better.

**Metody dydaktyczne:**

Lecture, discussion, case studies, video samples. Multimedia presentation PPT

**Kryteria oceny i sposoby weryfikacji zakładanych efektów kształcenia:**

Note 5

The student is expected to acquire advanced knowledge and skills to interact with/in different cultures in order to be aware of the complexity of the attitude to unfamiliar behavioral scripts one can meet in management environment. Is competent in analysis, deeper understanding and verifying their 'cultural lens' that e.g. condition various preconceptions and stereotypes.

Note 4

## Opis zajęć: Cross-cultural communication in management (wykład)

The student is expected to acquire average knowledge and skills to interact with/in different cultures in order to be aware of the complexity of the attitude to unfamiliar behavioral scripts one can meet in management environment. The student can critically analyze the cultural constraints of complex cultural scripts.

Note 3

The student is expected to acquire basic knowledge to interact with/in different cultures in order to be aware of the complexity of the attitude to unfamiliar behavioral scripts one can meet in management environment.

Note 2

Lack of basic knowledge to interact with/in different cultures in order to be aware of the complexity of the attitude to unfamiliar behavioral scripts one can meet in management environment.

### Treści programowe przedmiotu:

Unit 1.

What is culture? Culture, values, beliefs (objective and subjective culture); "capital 'C'-culture" and "little 'c'-culture", images of culture, What do: multi-cultural, cross-cultural, and intercultural mean?

Unit 2.

Cross-cultural management (Competencies for managing cultural differences); Global mindset; Cultural self-awareness (Who am I?), Generalization & stereotypes

Unit 3.

Categorization of cultures: Cultural dimensions and culture traits; Cultural differences by E. T. Hall. Low and high context cultures;

Unit 4.

Cultural differences by Hofstede. Cultural maps; Cultural differences by Gesteland: deal vs. relationship; formal vs. informal; rigid time vs. fluid time; expressive vs. reserved; direct vs. indirect

Unit 5

Cultural differences by Trompenaars, Hampden-Turner: dimensions of culture; Global leadership and organizational behavior effectiveness (GLOBE; 1999 - 2007)

Unit 6

Cross-cultural communication. Sapir – Whorf hypothesis; Communication styles: high and low context; Intellectual and relational

Unit 7

Six stumbling blocks: Assuming similarity, Language difference, Non-verbal misinterpretation, Pre-conceptions and stereotypes, Tendency to evaluate (approve / disapprove), High anxiety / tension;

Cross-cultural competences; From description through interpretation to evaluation (DIE - model)

Unit 11

Intercultural sensitivity and Golden rule. Ethical issues in cross-cultural communication;

Unit 12

Developing intercultural sensitivity. Development Model of Intercultural Sensitivity (DMIS) by Bennett

Unit 13

Summary; Question and answer session, Discussion on the presented theories and models of communication across cultures, applied in international manager skills.

### Literatura:

Basic readings

1. Bennett, M. J. (1998). Basic concepts of intercultural communication; selected readings. Intercultural Press: Boston, London;

2. Gesteland, Richard R. (2002). Cross-cultural Business Behavior. Copenhagen: Business School;

3. Furnham, A. (1997). The Psychology of Behaviour at Work. The individual in the organisation. Hove East Sussex: Psychology Press;

4. Hofstede, G. (1980). Culture's Consequences, Comparing Values, Behaviors, Institutions, and Organizations Across Nations Thousand Oaks CA: Sage Publications;

5. Schein, E. (1992). Organizational Culture and Leadership. San Francisco: Jossey-Bass

Additional readings

1. Hall, E. (1984). The dance of life: The other dimension of time. Garden City, NY. Anchor Press.

2. Hall, E (1989). Hidden dimension. Garden City, NY. Anchor Press.

3. Landis, D., Janet M. Bennett, & Milton J. Bennett (Eds.) (2004) Handbook of Intercultural Training. London: Sage Publishers;

Opis zajęć: Cross-cultural communication in management (wykład)

4. Lomen, M. (2007). Fluent Fools? Beyond language and basic survival skills. St Francis Magazine, 1 (3), 1-13.
5. R. E. Nisbett, (2003). The Geography of Thought: How Asians and Westerners Think Differently, and Why. New York: Free Press;
6. Sarah A. Lanier, (2004). Foreign to Familiar: A Guide to Understanding Hot - And Cold - Climate Cultures. Hagerstown: MD McDougal; Retrieved from <http://www.hosannalc.org/serve/kingdom/documents/Foreigntofamiliar.pdf>
7. Schenider, S. C., J. L. Barsoux, (2003). Managing across cultures. Harlow: Prentice Hall;
8. Ting-Toomey, S. (1999). Communicating Across Cultures. New York: Guilford Press;