

COMMUNICATING GLOBAL BUSINESS

Course for	International Summer School
Type	
Code	
Extent	
ECTS	3
Assessment	Exam – presenting a digital story on a course related topic
Semester	Summer 2022/2023

What does it mean to manage diversity and cross-cultural communication in the world of global business, rapidly developing new technologies and the changing nature of work?

The course outlines some cultural concepts, aspects of cultural adaptation, the relationship between culture, communication, and conflict resolution. It identifies strategies for helping achieve better understanding and explains their relevance for international management and practical business situations. It also outlines some cultural values as seen by others and demonstrates business examples of typical symptoms of cultural clashing in effort to recognize potential faux pas.

Who will teach you

PhDr. Monika Hřebáčková
Department of Economics and Management
University of Chemistry and Technology, Prague

Rita Kóris, PhD.
Budapest Business School
University of Applied Sciences

Course description and main objectives

“The stranger sees only what he knows”—West African proverb

The course builds on three key topics: culture, communication, and negotiation. Students learn through practical activities, analysis, comparison, discussion, critical thinking, and reflection.

By the end of the course, students will

- understand the principles of intercultural communication
- discover their cultural „self“
- learn about cultural dimensions and differences in approaching conflicts
- practice communication techniques to better manage communication barriers
- learn about the relationship between conflicts and communication
- define and apply steps and strategies in the negotiation process
- work in teams, analyze incidents and role play various situations

Prerequisites and co-requisites

Students are expected to be self-sufficient users of English and be able to interact with a certain fluency and spontaneity.

Literature

Course materials will be provided during the course.

Course plan

Lessons take place 1) online and 2) offline, in line with the Summer School schedule.

- 1) The introductory online sessions will be held within the initial phase of the Summer School and will precede the face-to-face meetings.
- 2) The in-class lessons will follow and will be organized during the Summer School as such.

Course requirements and assessment

Assessment criteria include:

Pro-active participation

Submitting a team digital story on a course-related topic