Work programme of the course:

Course title	CROSS CULTURAL COMMUNICATION
Level of higher education (degree)	FIRST (BACHELOR)
Field of study	07 MANAGEMENT AND ADMINISTRATION
Major	073 MANAGEMENT
Program subject area	MANAGEMENT (ENGLISH)
Status of the discipline	ELECTIVE
Mode of studies	FULL-TIME, PART-TIME, E-LEARNING
Total number of hours/ ECTS credits	150 HOURS /5 ECTS CREDITS
Language of instruction	ENGLISH
Lecturer	NAUMOVA OLENA OLEKSANDRIVNA ASSOC. PROF., PH.D.
Lecturer's profile	https://www.krok.edu.ua/ua/pro-krok/spivrobitniki/naumova-olena-oleksandrivna
Tel. number	+380676571835
E-mail	Olenan@krok.edu.ua
Consultations	CONSULTATIONS IN MS TEAMS: FRIDAY, 11:00 A.M.-11.30 A.M. http://surl.li/mqkjxm %22%7d

1. Brief summary of the course

This course emphasizes critical concepts, foundational theories, and significant issues within the field of cross-cultural communication, along with methodologies for observing and investigating cross-cultural interactions in real-world contexts. It encompasses both theoretical and practical dimensions. The concepts and theories presented will serve as a framework for enhancing students' understanding of the complexities of the real world and for developing effective strategies to address practical challenges.

Upon completion of this course, students are able to:
1) gain an understanding of significant concepts and theories regarding the subject of cross-cultural communication;
2) critically analyze instances of communication in cross-cultural contexts;
3) reflect upon the impact of your own cultural identity on shaping your lifestyle, attitudes, values and behaviors;
4) recognize the influence of context, family, gender, occupation and other institutions on culture and communication;
5) develop practical competencies for engaging in communication across cultural difference.

2. Learning outcomes
General Competencies (GS):
GS 2. Ability to abstract thinking, analysis, synthesis.
GS 8. Skills in the use of information and communication technologies.
Professional Competencies (PC):
PC 6. Ability to act socially responsible and consciously.
PC 9. Ability to work in a team and establish interpersonal interaction in solving professional problems.
Program learning outcomes (PLO):

PLO 9. Demonstrate skills of interaction, leadership, teamwork.

3. Course scope

Type of class	Total number of hours/ ECTS credits - 150 HOURS /5 ECTS CREDITS		
Total number of hours / mode of studies	**full-time**	**part-time**	**e-learning**
lectures	28	14	14
seminars / practical / laboratory classes	22	7	7
Individual work	100	129	129

4. Prerequisites
History of World Culture.

5. Hardware and software
PC / laptop, Internet access, camera, microphone

6. Course policies – students must adhere to a code of academic integrity:
https://int.krok.edu.ua/images/download/code-of-academic-integrity-2025.pdf
Academic integrity is the presentation of one's own work and the proper recognition of the contribution of others.
Any violation of this principle constitutes academic dishonesty and may result in poor evaluation and disciplinary action.
Forms of academic dishonesty include:
- Plagiarism - presenting all or part of someone else's work as one's own in an academic exercise, such as an exam, a computer program, or a written assignment.
- Fraud - Using or attempting to use unauthorized materials during an exam or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) a copy of an examination or exam answers.
- Promoting academic dishonesty - helping others commit an act of dishonesty, such as replacing an exam or completing a task for someone else.
- Fabrication - modification or transfer, without permission, academic information, or records.

7. PROGRAMME OF THE COURSE

Module # 1

Topic 1. Understanding Cross-Cultural Communication

Introduction to the course. Understanding Cross-Cultural Communication: definition and significance. The role of culture in shaping communication styles. Key components of cross-cultural communication: context, language, and non-verbal cues.

Topic 2. Understanding Culture

Definition of culture: broad interpretations and scholarly perspectives. Components of culture: values, beliefs, norms, and practices. Traits of culture: learned behavior, shared characteristics, and dynamic nature. Types of culture: national culture, organizational culture, subcultures, and countercultures. The role of language in shaping culture. The impact of globalization on cultural identity. Cultural change and adaptation: processes and examples. The importance of cultural awareness in cross-cultural communication. Challenges in understanding and navigating different cultures.

Topic 3. Comparing Culture patterns

Hall's High and Low-Context Cultures: definitions and characteristics. Key differences between high-context and low-context communication styles. Hofstede's Four Dimensions of Culture: individualism vs. collectivism, power distance, uncertainty avoidance, and masculinity vs. femininity. The significance of each dimension in cross-cultural interactions. Parson's Pattern Variables: understanding the framework for analyzing cultural behavior. The role of affectivity vs. neutrality, specificity vs. diffuseness, and achievement vs. ascription in communication. Effects of culture patterns on communication: how cultural differences influence interpersonal interactions. The impact of cultural patterns on conflict resolution and negotiation styles.

Module #2

Topic 4. Adapting to Cultural Shock

Definition of cultural shock: understanding the concept and its relevance. Symptoms of cultural shock: emotional, psychological, and physical indicators. Stages of cultural shock: the honeymoon phase, frustration phase, adjustment phase, and acceptance phase. Strategies for adapting to cultural shock: coping mechanisms and support systems. The role of cultural awareness in mitigating shock. Definition of reverse cultural shock: understanding the experience of returning home. Symptoms of reverse cultural shock: feelings of disorientation and alienation. Stages of reverse cultural shock: initial excitement, disillusionment, adjustment, and reintegration. Strategies for adapting to reverse cultural shock: reconnecting with home culture and managing expectations.

Topic 5. Understanding Communication

Models of communication: Shannon-Weaver model, Berlo's SMCR model, and Barnlund's transactional model. Types of communication: verbal, non-verbal, written, and visual communication. The role of context in different types of communication. Interpersonal vs. group communication: characteristics and differences. Barriers to communication: physical, psychological, language, and cultural barriers. The impact of noise and distractions on effective communication. Strategies for overcoming barriers to communication: active listening, feedback, and cultural sensitivity. The importance of adaptability in cross-cultural communication settings.

Topic 6. Cross-Cultural Conflict Management

Definition of conflict in a cross-cultural context: understanding its roots and implications. The role of communication in conflict management: how effective communication can resolve conflicts. Models of communication relevant to conflict management: Shannon-Weaver model, Berlo's SMCR model, and intercultural communication models. Types of communication in conflict situations: verbal, non-verbal, and written communication. The importance of active listening and empathy in resolving conflicts. Barriers to communication in cross-cultural conflicts: cultural misunderstandings, language differences, and perceptual biases. Strategies for overcoming barriers: building cultural awareness, fostering open dialogue, and using mediation techniques. The impact of cultural dimensions on conflict resolution styles: individualism vs. collectivism, high-context vs. low-context cultures. Techniques for effective cross-cultural conflict resolution: negotiation, compromise, and collaboration.

Topic 7. Cross-Cultural Negotiation

How individuals maintain relationships in different cultures: understanding cultural nuances in relationship-building. The role of culture in interpersonal relationships: values, beliefs, and communication styles. Key cultural factors influencing negotiation dynamics: trust, respect, and social hierarchy. Strategies for adjusting to a new culture with regard to making friends: openness, active listening, and cultural sensitivity. The importance of shared experiences and common interests in fostering friendships across cultures. The impact of non-verbal communication on relationship-building in different cultural contexts. Theories explaining practical communication concerning friendship. Techniques for effective cross-cultural negotiation.

8. Course scheme

Topic	Number of hours									Control form
	Full-time			Part-time			E -learning			
	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	
Module # 1										
Topic 1. Understanding Cross-Cultural Communication	4	2	10	2	1	14	2	1	14	IA, S, T, CS, P, C
Topic 2. Understanding Culture	4	2	10	2	1	15	2	1	15	IA, S, T, CS, P, C
Topic 3. Comparing Culture patterns	4	4	10	2	1	14	2	1	14	IA, S, T, CS, P, C
Module #2										
Topic 4. Adapting to Cultural Shock	4	4	10	2	1	14	2	1	14	IA, S, T, CS, P, C
Topic 5. Understanding Communication	4	4	10	2	1	14	2	1	14	IA, S, T, CS, P, C
Topic 6. Cross-Cultural Conflict Management	4	2	10	2	1	14	2	1	14	IA, S, T, CS, P, C
Topic 7. Cross-Cultural Negotiation	4	4	10	2	1	14	2	1	14	IA, S, T, CS, P, C
Individual tasks			30			30			30	
Total hours	28	22	100	14	7	129	14	7	129	-
TOTAL	150			150			150			-

Control form
IA – individual assignments
S – survey
T – test, mid-term tests
CS – solving case-studies
P – oral presentation
C – credit

9. Individual tasks

Individual tasks are an integral part of the educational process, as they contribute to the development of analytical skills, creative thinking and independence of students.

Content of an individual educational and research task (educational project)
The individual task consists of three types of questions, task options posted on the moodle platform: 1. Open question:

o Requires a detailed, detailed answer based on theoretical knowledge and analysis of additional information.

o Tests your understanding of the topic, ability to formulate your own opinions and argue your position.

2. Calculation task:

o Involves performing certain calculations using formulas or economic models.

o Tests knowledge of economic methods and the ability to apply them in practice.

3. Situational task:

o Presents a real economic problem or case that needs to be analyzed and a solution proposed.

o Tests your ability to apply theoretical knowledge to solve practical problems and make informed decisions.

Requirements for completing the task:

• Clear structure: Answers should be logically structured, contain an introduction, main body and conclusions.

• Argumentation: Each statement must be supported by arguments and references to sources.

• Accuracy of calculations: When performing calculations, it is necessary to observe accuracy and use appropriate units of measurement.

• Originality: Answers must be your own and contain no plagiarism.

• Design: The work must be designed in accordance with the requirements specified on the moodle platform.

10. Teaching methods

In the process of studying the discipline "Cross Cultural Communication", various types of educational activities, teaching methods and technologies are used.

Types of educational activities:

1. Lectures: classes where the teacher presents theoretical and practical guidance material, analyzing the main concepts of Cross Cultural Communication.

2. Seminars: interactive sessions in which students discuss topics, analyze case studies, and participate in group discussions that contribute to a deeper understanding of the material.

3. Practical classes: focus on the application of Cross Cultural Communication concepts.

Teaching methods and technologies:

1. Presentations and multimedia materials: the use of slides, videos and graphs, which facilitate the perception of information and make the educational process more visual.

2. Active learning methods: include group projects, discussions, role-playing games, and brainstorming sessions that promote active student involvement in the process.

3. Case method: analysis of real business situations, which allows students to practically apply theoretical knowledge, develop critical thinking and decision-making skills.

Use of information technologies: interactive platforms for learning

11. Control methods

Control measures are used to determine the success of training. Control measures include current and final control.

Current control is carried out during practical (seminar) classes and is aimed at checking the level of preparedness of the student to perform a specific task.

The final control is carried out to evaluate the learning results after the end of the study of the discipline (semester control) or modules separated according to the working curriculum.

During the study of this course, the following forms of current control are used: a mid-term tests.

When studying this course, the following form of semester control is used: a credit.

12. Distribution of points received by students

Evaluation of student learning results is carried out according to the University scale (0-100, taking into account optional tasks - 120 points) and the national scale.

General course evaluation system: Participation in the work during the semester / credit – 70%/30%

All tasks must be written independently, plagiarism is prohibited, no references or citations are required. The quality and originality of your arguments are evaluated. The task should be presented in Moodle

13.1. Scoring scheme for the course

Type of educational activity	Max score	Max total score
Modules #1 & #2		
Solving case-studies (3 x 5 points)	15	
Surveys / Test (2 x 5 points)	10	
Oral presentation (2 x 5 points)	10	
Individual work (1 x 20 points)	20	
Mid-term test (2 x 7,5 points)	15	
Total for modules #1 & #2	**70**	
Semester-module control work	**30**	
	Total for the course	**100**

13.2. Conditions for awarding points

1. Solving case-studies (Maximum Score – 5 Points)

  - Completeness of the Solution (2 Points): All stages of the problem-solving process are correctly presented, and all formulas and methods are justified.
  - Accuracy of Answers (2 Points): All numerical data and calculation results must be accurate.
  - Clarity of Presentation (1 Point): Logical structure of the work, clear presentation of solutions, and correct terminology.

2. Tests (Maximum Score – 5 Points)

  - Number of Correct Answers (5 Points): Students receive 0,25 points for each correct answer (total number of tests per session is 20).

3. Survey (Maximum Score – 5 Points)

  - Correctness of Answers (3 Points): Answers to questions must be accurate and correct.
  - Coverage of the Topic (2 Points): Answers should demonstrate knowledge of all key aspects of the topic.

4. Oral presentation (Maximum Score – 5 Points)

  - Substance (2 Points): Completeness and depth of topic coverage, inclusion of relevant data and examples.
  - Visual Presentation (2 Points): Quality of slides, use of graphics, clarity, and aesthetics.
  - Communication Skills (1 Point): Ability to convey information to the audience, respond to questions, and engage listeners.

5. Individual Work (Maximum Score – 20 Points)

  - Depth of Research (6 Points): Quality of topic analysis, use of various sources of information and literature.
  - Structure and Formatting (4 Points): Adherence to formatting requirements, logical structure of the work, correctness of citations.
  - Originality and Creativity (4 Points): Presence of personal conclusions, recommendations, and interesting ideas.
  - Responses to Questions (6 Points): Engagement in presenting work results, participation in discussions, and feedback.

6. Mid-term tests (Maximum Score – 7,5 Points)

  - Number of Correct Answers (5 Points): Students receive 0,25 points for each correct answer (total number of tests per session is 30).

13.3. Final assessment criteria

University scale	Ukrainian Grade
90 and higher	excellent
70–89	good
50–69	satisfactory
1–49	unsatisfactory

14. Methodological provision

Attention students: all educational and methodological materials (lecture plans and videos, presentations/seminar assignmnets/case-studies, etc.) are submitted in Moodle Course: Cross Cultural Communication (Olena Oleksandrivna Naumova). *https://dist.krok.edu.ua/course/view.php?id=1285*

15. Recommended literature

Basic

1. Ting-Toomey, S., & Dorjee, T. (2018). *Communicating across cultures*. Guilford Publications.
2. Bowe, H., Martin, K., & Manns, H. (2014). *Communication across cultures: Mutual understanding in a global world*. Cambridge University Press.

Additional

3. Hall, B. J., Covarrubias, P. O., & Kirschbaum, K. A. (2017). *Among cultures*. Taylor & Francis.

16. Additional information on the discipline (educational component)

Certificates of completion for distance or online courses on the relevant topics may be credited provided that the requirements outlined in the corresponding regulation are met.

Work programme of the discipline:

Compiled by: Associate Professor of the Department of International Business, PhD in economics, Olena Oleksandrivna Naumova.

Approved: at the meeting of the Department of International Business (Protocol No. 2 dated September 17, 2024).