

Course Outline

KULIS 2022/23

Course title	Cross-Cultural Communication
Date/duration	28.09 from 13:00 until 16:00 in presence 29.09 from 13:00 until 16:00 in presence 30.09 from 13:00 until 16:00 in presence 2 meetings on zoom, date and time is to be defined
Lecturer	Angelina Kratschanova
Teaching language	English
ECTS	3 ECTS
Contents	
<ul style="list-style-type: none"> • What is culture? • Geert Hofstede Model of Culture • „The Culture Map“, the eight scale Model of Erin Meyer 	
Learning outcomes	
<ul style="list-style-type: none"> • Learn essential communication skills for operating in today's global world • learn a variety of tools for building and navigating relationships with international counterparts, and explore how cultural differences can impact communication • Understand the influence of culture in communication • Discover and experience the potentials of good cross-cultural communication • Learn how to communicate in cross-cultural teams • Find out about your own culture • Reflect on your own team abilities and cross-cultural communication • Become a more effective communicator across cultures • Applying, testing and challenging cross-cultural communication 	
Teaching and learning methods	

- Role Plays
- Diagnostic and analytical work
- Self-reflection

Course preparation

none

Additional literature

Hofstede, G.H., Culture's Consequences: International Differences in Work-Related Values. Thousand Oaks, CA: Sage, 1980 (revised and expanded in 2001).

House R.J. et al. (eds.), Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies. Thousand Oaks, CA: Sage, 2004.

Chhokar, J.S. et al (eds.), "Culture and Leadership across the World: The GLOBE Book of InDepth Studies of 25 Societies." Mahwah, NJ: Lawrence Erlbaum, 2007.

Inglehart, R., Modernization and Post-Modernization: Cultural, Economic, and Political Change in 43 Societies. Princeton, N.J.: Princeton University Press, 1997.

Ronen, S. and Shenkar, O., "Clustering Countries on Attitudinal Dimensions: A Review and Synthesis." Academy of Management Review, 1985, 10(3), 435-454.

Schwartz, S. H., "Beyond Individualism/Collectivism: New Cultural Dimensions of Values." In U. Kim et al. (eds.), Individualism and Collectivism: Theory, Methods, and Applications. Thousand Oaks, CA: Sage, 1994.

Schwartz, S.H., "A Theory of Cultural Values and Some Implications for Work." Applied Psychology, 1999, 48(1), 23-47.

Smith, P.B. and Peterson, M.F., "Beyond Value Comparisons: Sources Used to Give Meaning to Management Work Events in Twenty-Nine Countries." Paper presented at the annual meeting of the Academy of Management, Vancouver, Canada, August 1995.

Meyer, E., "The culture Map. Breaking Through the Invisible Boundaries of Global Business." PublicAffairs, 2014.

**Assessment (%)
(methods of examination, requirements for awarding credit points)**

Participation (40%), Final Paper (40%), Presentation (20%)

Contact details (lecturer)

Mag. Angelina Kratschanova, BA, EMBA
a.kratschanova@ku-linz.at