

DESCRIPTION OF STUDY COURSE

Course unit title	Sales and intercultural communication			
Programme	Bachelor International Finance			
Year of study	2			
Level of course unit (e.g. first, second or third cycle)	Bachelor's Study			
Course unit code	BFa014			
Name of lecturer(s)	Dr. George Cocker			
Credit points	3 ECTS			
Language of instruction	English			
Type of course unit (compulsory, optional)	Compulsory			
Semester when the course unit is delivered	3			
Mode of delivery	face-to-face			
Aim of Course	To provide knowledge and skills in successful organization of sales in international environment and multicultural teams.			
Preliminary knowledge (prerequisites and co-requisites)	Communication skills, marketing, organization management			
Course contents	<ol style="list-style-type: none"> 1. Intercultural communication 2. Sales and its process 3. Sales evaluation 4. Management of sales team 			
Planned learning activities and teaching methods	<p>Students' active participation in lectures and seminars; presentation of individual and group works. The final evaluation of the course consists of: preparation of presentation 10%, individual papers 15%, case study preparation 10%,</p> <p>The evaluation consists of :</p> <ol style="list-style-type: none"> 1. Active participation in discussions and seminars - 10% 2. Preparation and presentation of an independent work - 50% 3. Written examination at the end of the course - 40% 			
	Teaching methods		Student work load (1 CP = 40 hours of student work)	
			<i>Part I</i>	<i>Part II</i>
	Lectures		25 %	25 %
	Interactive team work		10 %	10 %
	Practical classes: situational analysis, simulation games, analysis of critical incidents		15 %	15 %
	Preparation of independent work/presentation		25 %	25 %
	Work at the library, independent studies		25 %	2 5%
			Total 80 hours	



Learning outcomes of the course unit	Successful acquisition of the course enables: <ol style="list-style-type: none"> 1. to identify, analyze and evaluate values and beliefs of different; cultures and their impact on intercultural communication, to build business relationship; 2. to understand and predict behavior and actions in business situations and develop intercultural adjustment and adaptation strategies working in international multicultural environment; 3. To understand values of one's own culture and its impact on intercultural communication and building of business relationship. 			
Assessment methods and criteria	Study outcomes			
	The form of assessment	1.	2.	3.
	Written independent work	●	●	●
	Team work presentation	●	●	●
	Team work in class	●	●	●
	Written examination	●	●	●
Recommended or required reading	Compulsory literature: <ol style="list-style-type: none"> 1. Spiro, R., Rich G., Stanton, W., Management of Sales Force, McGraw Hill, 12th edition, 2007 Recommended literature: <ol style="list-style-type: none"> 1. Lewis R.D. When Cultures Collide: Leading Across Cultures, 4th edition, Nicholas Brealey Publishing, 2018 			
Recommended optional programme components	To be agreed at the start of the course			