

DESCRIPTION OF STUDY COURSE

Course unit title	Communication IV – Cross Cultural Communication
Programme	Business Process Management
Year of study	4th year
Academic year	2023/2024
Study level	Undergraduate
Course unit code	BP041
Name of lecturer(s)	M.Kontiņa
ECTS credit points	3 ECTS
BA credit points	2 CPs (1CPs=1,5 ECTS)
Language of instruction	Latvian/English
Type of course unit (compulsory, optional)	compulsory
Semester when the course unit is delivered	7
Mode of delivery	Face-to-face
Aim of Course	The aim of the course is to help students build intercultural competence through understanding the key elements of culture, the importance of culture in business communication and cross-cultural management, developing skills for successful work in multicultural global environment.
Preliminary knowledge (prerequisites and co-requisites)	The English language skills (upper-intermediate/advanced)
Course contents	<ol style="list-style-type: none"> 1. The importance of cross-cultural awareness and competence building in global business environment. 2. Diversity and Inclusion. 3. The relationship between Culture and Values. 4. Categories of culture according to G.Hofstede, E.J.Hall, F.Trompenaars, R.D.Lewis. 5. Culture and communication styles: <ul style="list-style-type: none"> - Verbal communication - Non- verbal communication. 6. Cultural influence on business functions: <ul style="list-style-type: none"> - Business Meetings and discussions - Written communication - Social interactions - Presentations - Negotiations - Management styles - Dealing with conflict. 7. Personal Cultural profile development. 8. Global Mind-set development. Business Culture in different countries. 9. Intercultural competency development and strategy building working internationally.

<p>Planned learning activities and teaching methods</p>	<p>Students' active participation at lectures, individual and group work performance with the programme emphasis on information seeking and sharing, analysis of critical incidents, cases, group work, presentations and project work.</p> <p>The total study course assessment is comprised of 10% active participation in discussions and class assignments, 30% individual written assignment; 30% oral presentation; 30% final written exam.</p>
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	Teaching methods		Student workload			
	Lectures		20			
	Interactive work in groups		8			
	Practical work: case studies, simulations		12			
	Course assignment preparation and presentation		20			
	Library work, independent studies		20			
			Total 80 hours			
Learning outcomes of the course unit	<p>Students will be able:</p> <ol style="list-style-type: none"> To identify, analyse and assess the values of different cultures and their impact on intercultural communication, business relations and entrepreneurship. To comprehend and predict the behaviour of different cultures in business situations and develop cross-cultural adaptation skills and collaboration strategies working in international multi-cultural environment. To understand the values of one's own culture and their impact on cross-cultural communication and the formation of business relations. To develop skills for self-analysis and produce personal cultural profile in order to develop individual personal co-operation strategy working internationally. 					
Assessment methods and criteria	Study outcomes					
	The form of assesment	1.	2.	3.	4.	
	Written individual work	•		•		•
	Group work presentation	•	•			
	Group work in the classroom	•	•	•		
	Analysis of case studies	•	•			
	Written exam	•	•	•		•
Recommended or required reading	<p>Required reading:</p> <ol style="list-style-type: none"> 1. Comfort J., Franklin P. The Mindful International Manager, Kogan page, 2014 2. Hofstede G., Hofstede G.J., Minkov M. Cultures and Organizations, third edit., McGraw-Hill, 2010 3. Lewis R.D. When Cultures Collide, fourth edit., Nicholas Brealey Publishing, 2018 4. Steers R.M., Sanchez-Runde C.J., Nardon L. Management across cultures, Challenges and Strategies, Cambridge University Press, 2016 					
Recommended optional programme components	To be agreed at the start of the course.					

