

INTERCULTURAL COMMUNICATION

Code du cours Course Code			Titre du cours Course title					
BAC.EAINA.OTCOM .3002			INTERCULTURAL COMMUNICATION					
Crédits Credits		Période d'enseignement Teaching period					Année Académique Academic Year	
6		fall					2022/2023	
Charge de travail Student workload	Synchrone / Synchronous	Asynchrone / Asynchronous	Travail en équipe Team work	Activités pédagogiques / Pedagogical activities	Travail personnel Personal work	Coaching	Evaluation	Charge totale de travail Total workload
	39	0	0	0	0	0	6	45
Programme Program			Global BBA					
Discipline Discipline								
Module			-					
Type de cours Course type			core					
Campus			Sophia					
Campus partenaire								
Course open to students in exchange								
Langue d'enseignement Teaching language		Anglais / English						
Responsable du cours Course leader			BAYOUD Christèle					
Pré-Requis Prerequisite			BAC.EAINA.LGENG.1001					
Nom des intervenants par campus Instructor(s) names by campus	Belo Horizonte							
	Lille							
	Paris							
	Raleigh							
	Sophia				AZARIAN Natasha			
	Stellenbosch- Le Cap							
	Suzhou							
	Nanjing							

	Barcelone			
	Other			

Descriptif du cours / Course description	<p>The global business environment demands that international firms and its employees be sensitive to intercultural communication. As students in an international milieu, the topic of the course could not be more pertinent. In fact, I think most of us would agree that through understanding others, a more peaceful, harmonious community is promoted. This course thus seeks to help students develop and hone their intercultural awareness and knowledge as it applies to communication in general, with a particular focus on various cultural attitudes to work, time, business, meetings, material possessions, and hierarchy. Students will be expected to actively partake in discussions and role plays. Intercultural dexterity will be introduced as a key to success in the international arena.</p>
Thèmes / Topics	
Résultats d'apprentissage / Intended Learning Outcomes and Skills	<p>A l'issue de la formation, vous serez capable de / As a result of this module, you will be able to:</p> <p>Connaissances / Knowledge and Understanding (subject specific) Describe culture and its effects on communication in general and in specific communication tasks. Understand the relationship between language and culture. Recognize learning sources about cultural priorities which affect business behaviour, know intercultural models.</p> <p>Aptitudes cognitives / Cognitive skills Have a better awareness and understanding of his own culture, develop intercultural sensivity. Become a better communicator with others from various ethnicities and environments. Experience successful communication outcomes both professionally and personally, contrast different styles</p> <p>Attitudes / Key transferable skills Partake in weekly role plays and discussions. Work on the course reader outside class to prepare theoretical concepts and discover preparatory material for case studies in class.</p> <p>Ethical and social understanding</p>
Contribution aux objectifs pédagogiques du programme / Contribution to learning objectives	<p>Indiquer les learning objectives auxquels contribue le cours (en se basant sur le curriculum mapping du programme) / Indicate which learning objectives the course contributes to (based on the program curriculum mapping)</p> <p>LO2.2 : To recognize and use positively the various dimensions of diversity : LG2 : Graduates should be able to work effectively in a multicultural team</p> <p>Cours soumis à évaluation dans le cadre de l'Assurance of Learning pour l'année en cours ? Oui / Yes</p>
Evaluation des étudiants Student Assessment	<p style="text-align: center;">Evaluation finale (DS) Final examination 40%</p> <p style="text-align: center;">(Précisez la nature pour l'évaluation finale / Explain type for final examination)</p> <p>Cliquez ici pour entrer du texte.</p>

	<p>QCM - Quiz: Epreuve sur table - Supervised exam: Présentation orale - Presentation: Rapport écrit/Dissertation - Report / Dissertation: Participation - Class participation:</p> <p>Autre, précisez / Other, precise:</p>
	<p style="text-align: center;">Contrôle continu 60% Continuous Assessment</p>
	<p style="text-align: center;">préciser nature / Explain type</p>
	<p>Cliquez ici pour entrer du texte.</p> <p>QCM - Quiz: Epreuve sur table - Supervised exam: Présentation orale - Presentation: Rapport écrit/Dissertation - Report / Dissertation: Participation - Class participation:</p> <p>Autre, précisez / Other, precise:</p>
<p>Méthodes d'enseignement Teaching Methods</p>	<p>Format de cours / Course format</p>
	<p>Cours magistral / Lecture</p> <p>Autre, précisez / Other, precise:</p>
	<p>Activités d'apprentissage / Learning activities</p>
	<p>Cours interactifs / Interactive lectures - Etudes de cas / Case studies - Personal guided study</p>
<p>Plan de cours Course Plan</p>	<p>Introduction to the course: The Basics of Culture Visual culture presentations, Understanding the intercultural arena of global business Getting to know another culture, hidden knowledge about one's own culture, self awareness, stereotyping Guest Speaker Gillian Rosner - Africa Student presentations, ethnocentrism and othering/Attitudes towards time and space Mid Term 1, Case studies Intercultural differences at the workplace - Hofstede/case Studies Student presentations, Intercultural differences at the workplace - Trompenaars/Case Studies Glocalization (intercultural product management) Mid Term 2, Intercultural Meeting exercise Guest Speaker Gillian Rosner - Language and culture Intercultural aspects of advertising Student presentations/Managing people accross cultures Exam preparation</p>
<p>Référence Académique / Academic reference</p>	
<p>Site(s) web / Web site(s)</p>	

Licence(s) informatique(s)/ Computer licenses	
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Modalités de délivrance du cours (par campus si différent) Course delivery modes (per campus if different)						
Nombre CM Amphi / Number of Lectures	Durée CM Amphi (en heures) / Lecture duration (in hours)	Nombre TD / Number of Tutorial classes	Durée TD (en heures) / Tutorial class duration (in hours)	Asynchrone / Asynchronous	Autres (Distance learning, etc...) (en heures) / Other (in hours)	Préciser les spécificités de programmation (TD journée, cadencement spécifique des séances) / Specify if full-day tutorial class, different schedules
Campus Sophia						
0	0	13	3	0	0	