

Course title	Communicating Across Cultures: Skills for Global Interaction
Component code	01-05
Lecturer	Determined later
Hours	30
ECTS	5
Semester	Winter & Summer
Content	Module 1: Introduction to Intercultural Communication • What is culture? Defining cultural dimensions • Verbal vs. non-verbal communication differences • Common cultural stereotypes and how to avoid them Module 2: Communication Styles Across Cultures • Direct vs. indirect communication • High-context vs. low-context cultures • Politeness, gestures, and body language Module 3: Understanding and Managing Conflict • Sources of intercultural misunderstandings • Conflict resolution strategies • Empathy and active listening Module 4: Negotiation in Multicultural Settings • Principles of intercultural negotiation • Role-play exercises simulating negotiation scenarios • Decision-making differences across cultures Module 5: Practical Applications and Role Plays • Everyday situations: making friends, group projects, social events • Academic collaboration: study groups, presentations, discussion forums • Case studies: multicultural scenarios from real life Module 6: Intercultural Etiquette and Social Norms • Greetings, introductions, and polite forms in different cultures • Dining etiquette, gift-giving, and social conventions • Handling misunderstandings politely and adapting to local norms • Practical exercises: simulating social situations (parties, networking, informal meetings) Module 7: Digital and Academic Communication Across Cultures • Writing emails, messages, and posts for multicultural audiences • Participating in online forums, study groups, and virtual meetings • Understanding tone, politeness, and clarity in written communication • Collaborative projects across cultures: etiquette, expectations, and conflict prevention
Learning outcomes	After completing this course, students will be able to:

	• Understand key concepts of culture, communication styles, and cultural dimensions. • Recognize and adapt to differences in verbal, non-verbal, and digital communication. • Identify and manage sources of intercultural misunderstandings and conflicts. • Apply strategies for negotiation and decision-making in multicultural settings. • Demonstrate appropriate etiquette, social norms, and politeness across cultures. • Collaborate effectively in academic, social, and virtual international environments. • Reflect on their own cultural assumptions and develop intercultural awareness.
Selected literature	Ahrndt, Shannon (2020) — <i>Intercultural Communication</i> Jandt, Fred E. (2007) — <i>An Introduction to Intercultural Communication: Identities in a Global Community</i> Mamzer, Hanna (2018) — <i>Intercultural communication skills development as a basic requirement in the multicultural world</i>
Teaching tools/methods	speaking; pair work; group work; lecture; discussing ideas
Form of examination	Discussions; conducting business communication; projects; expressing opinions;