



Training and Consulting CENTER "GT TCC"

Guram Tavartkiladze Tbilisi Teaching University

Module
"Cross Cultural Business Communication"

Author of Module/Trainer:	Dr.Prof. Inga Diakonidze
Contacts	Tel: +995 577187788 E-mail: inga.diakonidze@gtuni.edu.ge
Code and ECTS	Code: GTUNI CCBC 6 Credits
Courses of Module	The contents of the module cover the following courses:
	1. Dimensions of Cross-Cultural Communication 3 ECTS
	2. Intercultural Competence in Interpersonal Communication 3 ECTS
Requirements:	Duration of Module: 12 weeks 150 hrs.); Duration of Each Course: 5 weeks; Final Test: 1 week (3 hrs.)
Prerequisites	None

Course Summary

We offer the training course in has been prepared and developed within the framework of TEMPUS Project "CruiseT" (Projekt No. 543681-TEMPUS-1-2013-1-DE-TEMPUS-JPHES).

Certificate Details

Taking the Course: course can be taken as an Instructor-led training in a lab-intensive, realistic environment. After completing all of the chapters, you move on to take a multiple question test. You will need to obtain a score of 51% to pass and earn credit in each course. If you do not score 51% or better, you are allowed to review the material and modify your answers until a score of 51% is reached. Once you have passed the test you will have the option of printing a certificate of completion. The certificate is proof that you have completed the course in "Cross Cultural Business Communication" issued by the Guram Tavartkiladze Tbilisi Teaching University and earned the specified number of credits -6. Only after the certificate has been printed will your enrollment in the module expire.

Fees: 300 GEL

Schedule:

Start time -Friday 1.15p.m.

Registration Information: Deadline for registration (March 05). Register your log in information will be provided in the registration confirmation that you will receive. Your registration is usually processed within 24 hours (except on weekends). Registration is available now, and the courses will start after (March 05, 2019).

Special offer: The fee can be waived based on the special decision for the students from partner Universities, who has signed MoU and cooperation agreement with GTUNI:

Module Objective:

The main objective of the course is a mediation of the key and updated knowledge from within the area of a cross-cultural business communication. Among the partial goals, a stimulation and development of the students' cross-cultural competence as well as a training of the specific skills – i.e. effective communication with the members of the different cultures, communication and cooperation on an international team play and important role.

Module Description and contents:

This course is designed to provide students with deep theoretical and practical skills of the cross-cultural communication processes and issues, which they must understand to work in transnational environment. This course will concentrate on specific cultural aspects of international business communication.

The contents of the module cover the following courses:

1. Dimensions of Cross-Cultural Communication
2. Intercultural Competence in Interpersonal communication

Learning Outcomes:

Upon a completion of the module, the students should possess the following competences:

Communication skills _ to communicate his/her conclusions, arguments and research methods with academic and professional society in English language, taking into the consideration academic honesty standards and informational and communicative technologies.

Learning skills – The graduate should critically evaluate the level of his/her knowledge, be able to think out of the box and define the necessity for further extension, constant renovation and increase of his/her knowledge.

Knowledge and awareness – The graduate will be able to deeply understand a system of the variable relations among culture, organization and business. He /she should be able to solve separate problems of Cross-Cultural communication in Business environment.

The practical skills of application of the knowledge obtained through studies:

The graduate should be able to critically reflect own culture, apply the knowledge about the dimensions of the cultural difference within a context of everyday life and work, in negotiation and with the members of the strange cultures.

Values– to evaluate his/her as well as other's attitude towards the cultural and social values and to contribute to appreciation of new values.

Methods/Technics: On training sessions different Methods and Technics will be used:

- Lectures; role play; Slides; Brainstorming
- Stories and fables;

Technics: Whiteboard, Video portion, Power Point Presentation,

Test: After completing all of the study material, you will be asked to complete a test. Once you successfully complete the test, you have passed the module.

Required and additional reading

Available printed materials, downloads, handouts,

Required:

1. Myron W, Lustig, Jolene Koester_ **Intercultural Competence**_ Interpersonal Communications across Cultures. 6th ed, Pearson Education. Inc., 2010

Additional and recommended reading:

1. Henry W. Lane, the Blackwell handbook of Global management, publishing Ltd, 2004, p. 1-26
2. International Journal of Psychology, 1976, vol. 11. N3, 215-229
3. Cross-cultural studies _ Richard W. Brislin 'Culture Learning Institute, East-West Center, Honolulu, Hawaii, 200

Internet Resources:

1. *films: Bride and Prejudice* (Asian Indian);
2. *Babette's Feast* (Danish)
3. Video & what is a Team? Exercise & Video
4. Video on Know Thyself! & Team Discussion;
5. Video;
6. Business courses/study com.
<https://study.com/academy/lesson/how-cognitive-dissonance-affects-workplace-behaviors.html>

Dimensions of Cross-Cultural Communication

3 Credits

GOAL OF COURSE	The goal of course:" Dimensions of Cross-Cultural Communication "is to provide stakeholders with understanding of different dimensions characteristic to cross cultural communications; significance of proper understanding of various cultural patterns in achievement of successful business communication in multicultural environment.
-----------------------	---

<p>DESCRIPTION INDICATIVE CONTENT</p>	<p>The contents of the module:</p> <ol style="list-style-type: none"> 1. Communication; defining the communication; types of communication; Challenges of communicating in the Intercultural World; 2. Culture, why cultures differ; Intercultural communication: Intercultural communication and related terms; 3. Cultural Patterns and Communication foundation; Components of cultural patterns; Social Practices; Cultural Patterns and Intercultural competence; 4. Cultural Patterns and Communication Taxonomies; Hall's high and Low Context Cultures; Hofstede's cultural Taxonomy; Comparing Hofstede's Dimensions; 5. Cultural Taxonomies and Intercultural competence; Non-verbal Intercultural Communication; Relationship of non-verbal to Verbal communication; Culture Universals; body movement; space; time; touch; voice; Non-verbal communication and intercultural competence;
<p>LEARNING OUTCOMES</p>	<p>On completing this course successfully participants will be able to:</p> <ul style="list-style-type: none"> ▪ Analyse, interpret and apply the differences in social and cultural patterns and their role in intercultural communication; ▪ Differentiate between a range of factors that influence cross cultural communication; ▪ Assess the role of proper understanding of different cultural dimensions in maintaining proper cross-cultural communication; ▪ Apply into practice knowledge and awareness about cross cultural communication peculiarities.

2. **Intercultural Competence in Interpersonal Communication**
3 Credits

<p>GOAL OF COURSE</p>	<p>The goal of course: " Intercultural Competence in Interpersonal Communication ' is to provide stakeholders with knowledge on the role of intercultural competence in formation of proper intercultural communication, which is itself is one of the most influential factors for maintaining successful business communication among the carriers of different cultures in multicultural business environment.</p>
------------------------------	--

<p>DESCRIPTION INDICATIVE CONTENT</p>	<p>The contents of the module:</p> <ol style="list-style-type: none"> 1. Intercultural Competence in Intercultural Relations Cultural variations in Interpersonal Relationships; Dimensions of Interpersonal Relationship; 2. Facework and interpersonal Relationships; Interpersonal relationships and intercultural competence. 3. Episodes, contexts and Intercultural Interactions; Social episodes in intercultural Relationships; 4. Educational and Business Contexts 5. The Potential for intercultural Competence; dominance and subordination between groups; attitudes among Cultural members; The ethics of Intercultural Competence; When in Rome... are cultural values relative or universal? Do the end justify the means?
<p>LEARNING OUTCOMES</p>	<p>On completing this course successfully participants will be able to:</p> <ul style="list-style-type: none"> ▪ Analyse, interpret and overcome the difficulties in interpersonal communications; ▪ Assess the role of interpersonal communication through different cultures; ▪ Apply into practice the intercultural competence gained through the course for successful interpersonal communication in business environment;