



TANTÁRGYI ADATLAP SUBJECT DATASHEET

INTERNATIONAL COMMUNICATION

BMEGT43A232

I. COURSE DESCRIPTION

1. SUBJECT DATA

Course name

INTERNATIONAL COMMUNICATION

Course code

BMEGT43A232

Course type class

Kurzustípusok és óraszámok

<u>Type</u>	<u>Lessons</u>	<u>Type of assessment</u>	<u>Number of credits</u>
Lecture	2	exam	
Practice	2		
Laboratory	0		5

Course leader

<u>Name</u>	<u>Position</u>	<u>Email adress</u>
Szántóné Dr. Orbán Annamária	associate professor	orban.annamaria@gtk.bme.hu

Organizational unit for the subject

Department of Sociology and Communication

Subject website

<https://edu.gtk.bme.hu>

Language of teaching

angol - EN

Curriculum role of the subject, recommended semester

Programme: **Kommunikáció és médiatudomány alapszak - Nemzetközi és üzleti kommunikáció specializáció 2018-tól**

Subject Role: **Szakirányon kötelező**

Recommended semester: **4**

Programme: **Kommunikáció és médiatudomány alapszak - Tartalomfejlesztés és médiapiac specializáció 2018-tól**

Subject Role: **Szakirányon választható**

Recommended semester: **0**

Pre-requisites

strong Nincs

weak Nincs

paralell Nincs

exclusive Nincs

1.13 A tantárgyleírás érvényessége / Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580251/13/2023 registration number. Valid from: 29.03.2023.

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2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of International Communication course is to give students a holistic, interdisciplinary and systematic view on today's globalized world in order to be well educated, competent communication experts on international level. As with globalization international relations became more integrated, inter-cultural communication opportunities more frequent in all fields of our life, ranging from economy – e.g. in multinational corporations, tourism –, international politics – e.g. international organizations (UN, EU) or non-governmental organization (NGOs) –, through science, culture, sport (e.g. cultural or sport diplomacy) to education (e.g. Erasmus).

Learning outcomes

Knowledge

1. Basic theoretical knowledge of international relations, international business, cross-cultural communication and organizational culture
2. Solid knowledge of the most important social science conceptualizations needed to study the communication phenomena.

Ability

1. To have a holistic, systematic and interdisciplinary world view, capable to understand the inter-relation between various fields of social sciences (economics, management, international politics, diplomacy, organizational culture, cross-cultural communication etc...).
2. Openness to acquire new sectors of knowledge and ability to effectively acquire them.

Attitude

1. Acceptance of one's own (Western) cultural traditions
2. Acceptance of other (non-Western) cultural traditions

Autonomy and responsibility

1. Proficiency in professional communication both in oral and written form
2. Independent and responsible theoretical and empirical work

Methodology of teaching

To be a successful international communicator to lay down the interdisciplinary theoretical basis is essential in the form of lectures in various fields such as economics, international political economy, diplomacy, international business communication and cross-cultural management. Then in the practice part international communication skills are developed both in the form of individual and team tasks, creative gamification as well as relying on the background knowledge of the international student body. The language of instruction is English, so a reliable CEFR B2 level command of English is a requirement. It is advised a previous or parallel attendance of the economics, management and social theory courses of the program.

Materials supporting learning

- A tantárgy elvégzéséhez szükséges oktatási anyagok, szakirodalom a kurzus moodle-oldaláról érhető el a hallgatóknak (edu.gtk.bme.hu)

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése: A félév végi értékelés az elméleti és gyakorlati óra összesített teljesítménye alapján történik. Az aláírás feltétele min. 50 %-os összteljesítmény, minden részfeladatot teljesítve.

Performance evaluation methods

Theory (60%) and practice (40%), Lectures, in class student individual and group tasks, assignments, activity.

Proportion of performance evaluations performed during the diligence period in the rating

- lectures: 60
- practise: 40
- total: 100

Proportion of examination elements in the rating

- :

The condition for obtaining the signature, validity of the signature

Az aláírás feltétele min. 50%-os teljesítmény, minden részfeladatot teljesítve, valamint a BME TVSZ előírások szerinti min. 70% megjelenés alapján.

Grading

Excellent	93
Very good	85–95
Good	70–84
Satisfactory	60–69
Pass	50–59
Fail	< 50

Correction and retake

Retake and make-up test options are defined by the valid regulations. If one of the exams (either midterm or final) was under 50%, or in exceptional cases (e.g. justified medical care) there is a possibility to retake the test/exam on the re-take exam week.

Study work required to complete the course

classes	56
homeworks	54
prep. for test	40
total	150

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics discussed during the semester

- 1 Introduction; Communication & culture, society, identity; Culture and intercultural communication; Intercultural communication models; Cultures and organizations, organizational culture; Business Ethics and Corporate Social Responsibility (CSR); International institutions, diplomacy; communication in EU projects ; Cultural diplomacy & cultural economy; Smart cities & communication, city branding

Lecturers participating in teaching

Approval and validity of subject requirements