



SUBJECT DATASHEET

INTERNATIONAL COMMUNICATION

BMEGT43A232

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

INTERNATIONAL COMMUNICATION

ID (subject code) BMEGT43A232

Type of subject

class

Course types and lessons

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

Subject Coordinator

Name *Position* *Contact details*

Szántóné Dr. Orbán Annamária associate professor orban.annamaria@gtk.bme.hu

Educational organisational unit for the subject

Department of Sociology and Communication

Subject website

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

Language of the subject

angol - EN

Curricular role of the subject, recommended number of terms

Programme: **Communication and media studies Bachelor's Programme International and business communication specialisation from 2018**

Subject Role: **Compulsory for the specialisation**

Recommended semester: **4**

Programme: **Communication and media studies Bachelor's Programme Content development and the media market specialisation from 2018**

Subject Role: **Elective for the specialisation**

Recommended semester: **0**

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

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.

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).

Academic results

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.

Skills

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

Independence and responsibility

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

Teaching methodology

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 elvégzéshez 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 assessment methods

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

Percentage of performance assessments, conducted during the study period, within the rating

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

Percentage of exam elements within the rating

Conditions for obtaining a 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.

Issuing grades

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

Retake and late completion

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.

Coursework required for the completion of the subject

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 covered during the term

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

Additional lecturers

Approval and validity of subject requirements