



SUBJECT DATASHEET

Crosscultural Communication - GTK - German

BMEGT61A093

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Crosscultural Communication - GTK - German

ID (subject code)

BMEGT61A093

Type of subject

contact hours

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	0
Practice	2
Laboratory	0

Type of

assessment

mid-term mark

Number of

credits

3

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Educational organisational unit for the subject

Centre of Modern Languages

Subject website

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

Language of the subject

német - GER/DE

Curricular role of the subject, recommended number of terms

Programme: **Communication and media studies Bachelor's Programme compulsory subjects from 2018**

Subject Role: **Compulsory elective**

Recommended semester: **0**

Programme: **Engineering Management Bachelor's Programme 2010**

Subject Role: **Compulsory elective**

Recommended semester: **4**

Programme: **International Management Bachelor's Programme from 2018/19/Term 1**

Subject Role: **Compulsory elective**

Recommended semester: **5**

Programme: **International Management Bachelor's Programme from 2020/21/Term 1**

Subject Role: **Compulsory elective**

Recommended semester: **5**

Programme: **Finance and Accounting Bachelor's Programme from 2019/20/Term 1**

Subject Role: **Compulsory elective**

Recommended semester: **5**

Programme: **Business Administration and Management Bachelor's Programme from 2018/19/Term 1**

Subject Role: **Compulsory elective**

Recommended semester: **5**

Direct prerequisites

Strong None

Weak B2 szintnek nagyjából megfelelő nyelvtudás – approximately B2 level language competence

Parallel None

Exclusion None

Validity of the Subject Description

Pre-2017, next review September 2021

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The main objective of the course is to improve the intercultural competence of students by raising their interest towards other cultures and culture-related issues, as well as by enhancing their communications skills in a foreign language to help them navigate in intercultural situations (work and studies at home and abroad) in a globalized world. The main focus is on developing speaking skills, but all four skills are developed through topics related to cultural differences and the respective course material.

Academic results

Knowledge

1. are aware of the background of cultural differences
2. know the underlying values behind cultural differences
3. get familiar with the main principles of theories related to intercultural communication
4. are aware of the culture-related characteristics of English-speaking countries, as well as certain elements of high and popular culture

Skills

1. are able to set their own viewpoints aside and see certain situations, reactions from an alternative perspective and act accordingly
2. are capable of solving situations that may emerge in multicultural or international business and scientific settings involving debates, conflict management, co-ordinated planning and task implementation
3. are able to manage and solve potential conflicts arising from intercultural misunderstandings
4. can easily compare the main characteristics of their own culture and that of English-speaking countries
5. are able to understand and create written, oral and visual material on various intercultural topics

Attitude

1. are open and tolerant towards their peers, approach other students from other cultural backgrounds with a genuine interest and accepting attitude
2. strive to understand the characteristics of other cultures and are willing to communicate and display a realistic image of their own culture to foreigners

Independence and responsibility

1. are constantly developing their intercultural skills, language knowledge and vocabulary autonomously
2. are able to correct their assignments on their own if necessary
3. willingly apply the acquired strategies in real-life intercultural situations with due responsibility

Teaching methodology

Lessons involve group collaboration, individual presentations, pair work and group discussion. The teaching material is available online on the Moodle platform of the Faculty of Economic Sciences, some materials are in audio-visual mode. Part of the material needs to be managed in a self-access manner.

Materials supporting learning

- Jegyzet: a témák feldolgozásához előkészített képi videós és írott anyagok.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Az órai követelmények között szerepel a rendszeres és aktív órai részvétel (az órák 30%-áról lehet hiányozni), és a kiadott órai és otthoni feladatok megfelelő szintű teljesítése.

Performance assessment methods

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

● : 100%

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	96-100
Very good	90-95
Good	80-89
Satisfactory	70-79
Pass	60-69
Fail	0-59

Retake and late completion

TVSZ szerint

Coursework required for the completion of the subject

részvétel a kontakt tanórákon	28
félévközi készülés a gyakorlatokra	10
felkészülés a teljesítményértékelésekre	10
házi feladat elkészítése	15
kijelölt írásos tananyag önálló elsajátítása	15
zárthelyire felkészülés	12
összesen	90

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A célnyelvi kultúra sajátosságai, az ország jellemzői, kulturális eltérések a különböző országok között,

- 1 A kultúra fogalma és elemei
- 2 A kultúra világnézetre és viselkedésre gyakorolt hatása
- 3 Kultúrák sokszínűsége, kulturális sztereotípiák
- 4 Hofstede kulturális dimenziói
- 5 Kultúrák találkozása, a kulturális sokk fogalma és megnyilvánulásai
- 6 Nyelv és kultúra (verbális és nonverbális kommunikáció)
- 7 Hétköznapi kommunikációs helyzetek kulturális vonatkozásai
- 8 Oktatási helyzetek kulturális vonatkozásai
- 9 A munkahelyi kommunikáció kulturális vonatkozásai 1 (csoportmunka, megbeszélések, döntéshozatali mechanizmusok, munkaszervezés és ütemezés)
- 10 A munkahelyi kommunikáció kulturális vonatkozásai 2 (tárgyalás, meggyőzés, javaslatok etc.)

Additional lecturers

Approval and validity of subject requirements