



# **SUBJECT DATASHEET**

**Crosscultural Communication - GTK - English**

**BMEGT63A093**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

Crosscultural Communication - GTK - English

### ID (subject code)

BMEGT63A093

### 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

angol - ENG

### 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**

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

Subject Role: **Compulsory elective**

Recommended semester: **4**

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

Subject Role: **Compulsory elective**

Recommended semester: **5**

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

Subject Role: **Compulsory elective**

Recommended semester: **5**

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

Subject Role: **Compulsory elective**

Recommended semester: **5**

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

Subject Role: **Compulsory elective**

Recommended semester: **5**

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### Direct prerequisites

**Strong** None

**Weak** B2 szintnek nagyjából megfelelő nyelvtudás – approximately B2 level language competence Párhuzamos – parallel: none

**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

- Bennett, M.J. (Ed.) (1998). Basic Concepts of Intercultural Communication: Selected Readings. Intercultural Press, Inc.
- Hall, E. T. (1966). The Hidden Dimension. Anchor Books Doubleday
- Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context. Online Readings in Psychology and Culture, 2(1)
- Hofstede Insights. <https://www.hofstede-insights.com/>
- Geert Hofstede's 6-D model of culture and dimension maps <https://geerthofstede.com/>
- Culture-related TED Talks: <https://www.ted.com/topics/culture>

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

##### Performance assessment methods

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.

##### 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
zárhelyire felkészülés	12
Összesen	90

##### Approval and validity of subject requirements

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

Characteristics of the English-speaking countries and their cultures, cultural differences between countries, educational systems, stereotypes and prejudices.

- 1 Definition and elements of culture
- 2 Influence of culture on world view and behaviour
- 3 The diversity of cultures, cultural stereotypes
- 4 Dimensions of culture (Hofstede)
- 5 The meeting of cultures, culture shock
- 6 Language and culture (verbal and non-verbal communication)
- 7 Cultural aspects of everyday communication situations (social conversations<sup>1</sup>)
- 8 Cultural aspects of communication in educational settings (social conversations<sup>2</sup>)
- 9 Cultural aspects of professional communication 1 (team work, meetings, decision making, scheduling etc.)
- 10 Cultural aspects of professional communication 2 (negotiations, persuasion, proposals etc.)

### Additional lecturers

### Approval and validity of subject requirements