SUBJECT DATASHEET

Cross-cultural Communication - GTK - German

BMEGT60Z83N

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
Cross-cultural Communication - GTK - German

ID (subject code) BMEGT60Z83N

Type of subject
contact hours

Course types and lessons

Type	*Lessons*
Lecture	0
Practice	2
Laboratory	0

Type of assessment
mid-term mark

Number of credits
3

Subject Coordinator

Name	*Position*	*Contact details*
Dr. Einhorn Ágnes	associate professor	einhorn.agnes@gtk.bme.hu

Educational organisational unit for the subject
Centre of Modern Languages

Subject website
www.inyk.bme.hu

Language of the subject
német – DE

Curricular role of the subject, recommended number of terms
Programme: **Business administration and management Bachelor's Programme from 2021/22/Term 1**
Subject Role: **Compulsory elective**
Recommended semester: **5**

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**

Direct prerequisites

Strong	None
Weak	B2 szintnek nagyjából megfelelő nyelvtudás – approximately B2 level language competence
Parallel	None
Exclusion	None

Validity of the Subject Description
Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 581046/15/2021. Valid from: 24.11.2021.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The main objective of the course is to improve the intercultural competence of students by raising their interest to-wards 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 per-spective and act accordingly
2. • are capable of solving situations that may emerge in multicultural or international business and scien-tific 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. • Strive to understand the characteristics of other cultures and are willing to communicate of their own culture to foreigners.

Independence and responsibility

1. • Are constantly developing their intercultural skills, language knowledge and vocabulary autonomously

Teaching methodology

Lessons involve group collaboration, individual presentations, pair work and group discussion. Part of the material needs to be managed in a self-access manner.

Materials supporting learning

- A kurzus anyaga elektronikus formában is hozzáférhető a GTK Moodle platformján, a segédanyagok egy része audi-ovizuális jellegű. - The teaching material is available online on the Moodle platform of the Faculty of Economic Sci-ences, some materials are in audio-visual mode.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Teljesítési követelmény: órákon való aktív részvétel (megengedett hiányzás 30%), valamint a félév során kiadott fel-adatok és/vagy dolgozatok teljesítése.

Performance assessment methods

Órai kommunikációs feladatok, kisebb prezentációk, beadandó feladatok.

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

- **évközi feladatok**: 100

Percentage of exam elements within the rating

- **-**: -

Conditions for obtaining a signature, validity of the signature

-

Issuing grades

Excellent	95-100
Very good	89-94
Good	76-88
Satisfactory	63-75
Pass	50-62
Fail	0-49

Retake and late completion

TVSZ szerint

Coursework required for the completion of the subject

részvétel a kontakt tanórákon	28
félévközi készülés a gyakorlatokra	25
felkészülés a teljesítményértékelésekre	25
házi feladat elkészítése	12

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 08.11.2021.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

• A célnyelvi kultúra sajátosságai • kulturális eltérések a különböző országok között • sztereotípiák és előítéletek • A kultúra fogalma és elemei • Hofstede kulturális dimenziói • Kultúrák találkozása • verbális és nonverbális kommunikáció • Hétköznapi kommunikációs helyzetek kulturális vonatkozásai • A munkahelyi kommunikáció kulturális vonatkozásai (megbeszélések, munkaszervezés és tervezés, tárgya-lás,
meggyőzés stb.)

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Additional lecturers

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Approval and validity of subject requirements