



# **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

<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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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](http://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**

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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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### 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-adatak 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

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#### 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