

SUBJECT DATASHEET

Cross-cultural Communication - German

BMEGT60W62N

BMEGT60W62N 2025.10.18 8:01 1/5

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Cross-cultural Communication - German

ID (subject code) BMEGT60W62N

Type of subject

contact hours

Course types and lessons		Type of
Type	Lessons	assessment
Lecture	0	mid-term mark
Practice	2	Number of
Laboratory	0	<u>credits</u>
		2

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

Direct prerequisites

Strong None

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

Parallel NoneExclusion 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.

BMEGT60W62N 2025.10.18 8:01 2/5

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. Students are aware of the background of cultural differences,
- 2. know the underlying values behind cultural differences.
- 3. know the main principles of theories related to intercultural communication,
- 4. know the culture-related characteristics of target 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 target 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 Sciences, some materials
are in audio-visual mode.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Evaluation comprises of regular attendance, (30% of lessons can be skipped), active participation in lessons, and completing and submitting

assignments and tests at a satisfactory level.

Performance assessment methods

Communication exercises, presentations, assignments.

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

• Communication exercises, presentations, assignments.: 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

According to the regulations of the Codes of Studies.

Coursework required for the completion of the subject

participation in contact lessons 28
preparation for practice sessions 14
preparation for qualification procedures 4
preparation of home assignments 14

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.

BMEGT60W62N 2025.10.18 8:01 4/5

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

• Characteristics of the English-speaking countries • cultural differences between countries, • stereotypes and prejudices • Definition and elements of culture • Dimensions of culture (Hofstede) • The meeting of cultures, • verbal and non-verbal communication • Cultural

aspects of everyday communication situations • Cultural aspects of professional communication (meetings, scheduling, negotiations, persuasion, proposals etc.)

1.

Additional lecturers

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Approval and validity of subject requirements

BMEGT60W62N 2025.10.18 8:01 5/5