

Description of Course Unit

according to the ECTS User's Guide 2015

Course unit title	Cross-cultural Communication in globalization
Course unit code	QT
Type of course unit (compulsory, optional)	Optional
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	second cycle Master
Year of study when the course unit is delivered (if applicable)	2
Semester/trimester when the course unit is delivered	3-4
Number of ECTS credits allocated	3
Name of lecturer(s)	TRINH THU HUONG
Learning outcomes of the course unit	• Equip students with knowledge about concepts related to Cross-Cultural Communication; • Achieve a level of awareness and understanding of the values placed in the context of intercultural communication for students. • Equipped with in-depth knowledge of case studies related to Cross-Cultural Communication. • Enhance students' reflective and analytical skills with cross-cultural theories contrasted with the realities of international communication environments.
Mode of delivery (face-to-face, distance learning)	Both
Prerequisites and co- requisites (if applicable)	No

Course content	(1) Part 1. The concept of culture. • Nature of culture • Comprehend the role of cultural awareness • Characteristics of culture • Cultural drivers • The cultural iceberg • The tree model • The pyramid model • Onion model (2) Part 3. Hall's Theories Hofstede: National culture (3) Part 2. Trompenaar's Cultural dimensions (4) Part 4. Culture shock according to the concept and perspective of Kalvero Oberg (5) Presentation Trompenaar's cultural dimensions (6) Cultural exhibition
Recommended or required reading and other learning resources/tools	Required: 1. Fons TROMPENAARS / Charles HAMPDEN-TURNER, <i>Riding the Waves of Culture: Understanding Cultural Diversity in Global Business</i>. 1998 Edition. New York etc.: McGraw-Hill. 2. Charlene M. Solomon & Michael S. Schell, <i>Managing Across Cultures: The Seven Keys to doing business with a global mindset</i>, 2009. McGraw-Hill 3. Geert HOFSTEDE / Gert Jan HOFSTEDE, <i>Cultures and Organizations: Software of the Mind</i>. 2005 edition. New York etc.: McGraw-Hill. 4. Charles M. HAMPDEN-TURNER / Fons TROMPENAARS, <i>Building Cross-Cultural Competence: How to Create Wealth from Conflicting Values</i>. New Haven, CT & London: Yale University Press, 2000. 5. Edward T. HALL (1966), <i>The Hidden Dimension</i>. New York etc.: Anchor Books Doubleday, 1982. 6. Edward T. HALL, <i>The Dance of Life: The other dimension of time</i>. New York etc.: Anchor Books Doubleday, 1983. 7. Allan PEASE, Barbara PEASE, <i>The Definitive Book of Body Language</i>, Orion; New Ed edition, 2006. Optional: 1. Martin, Judith & Nakayama, Thomas. (2010). <i>Intercultural Communications in Contexts</i>, 5th Ed., McGraw-Hill. 2. Morrison, Terri & Conaway, Wayne. (2006). <i>Kiss, Bow, or Shake Hands (The Bestselling Guide to Doing Business in More than 60 Countries)</i>, 2nd Ed.. Adams Media

Planned learning activities and teaching methods	- Learning activity: self-reading materials (scientific papers), pair work, group work/teamwork; group discussion, group presentations - Teaching methods: lecturing on class; individual advise, Q&A	
Language of instruction	English	
Assessment methods and criteria	- Formative assessment: - Midterm: - Final:	- Group work and group discussion - Individual/Pair/Group presentation (30%) - CULTURAL EXHIBITION: <u>70%</u>

Learning activities Plan

Session s	Specific Objectives/ learning outcomes	Contents	Teaching & Learning Activities		Assessment
			Face-to-face	Self-study or study via LMS	
1	- Introduction - Overview of the course	1.Introduction to the subject, exam format, output standards... 2. What is cross-cultural communication? Cultural concept • The nature of culture • Understand the role of cultural awareness • Characteristics of culture	Lecturing	Material reading	Group work
2	Cross-cultural communication, some skills and approaches	Hall's Theories Hofstede: National culture	Lecturing	Material reading	Group work
3	Cross-cultural communication, some skills and approaches	Trompenaar's Cultural dimensions	Lecturing	Material reading	Group work
4	Cross-cultural communication, some skills and approaches	Culture shock according to the concept and perspective of Kalvero Oberg	Debate between groups	Material reading	Group work
5	Cross-cultural communication, some skills and approaches	Differences in Gender & Culture Difficulties in Communication	Lecturing & debate between groups	Material reading	Group work
6	Group presentations	• Presentation Trompenaar's cultural dimensions • Lecturer's feedback	Lecturing & debate between groups	Material reading	Group work
7	Group presentations	• Presentation Trompenaar's cultural dimensions • Lecturer's feedback	Lecturing & debate between groups	Material reading	Group work
8	CULTURAL EXHIBITION Lecturer's feedback	Group work Cultural exhibition & Discussion	Lecturing & debate between groups	Material reading	Group work
9	CULTURAL EXHIBITION Lecturer's feedback	Group work Cultural exhibition & Discussion			Group work