

## COURSE DESCRIPTION

### Cross-cultural communication

1. Programme:	Bachelor Degree in Hotel and Relationship Management Bachelor Degree in International Marketing and Relationship Management
2. Course:	Cross-Cultural Communication
3. Semester:	Fourth semester
4. Credits:	10
5. Course Coordinator	Assistant Professor Kjersti Ruud Walaas
6. Teaching hours	50
7. Prerequisites	None, but related to Culture & Communication in the first two semesters.
8. Course description:	The subject seeks to develop the students' knowledge and understanding of culturally-based differences and similarities. An insight into the cultural dimension of business can be gained by examining the social, cultural and psychological conditions for successful cross-cultural communication. In order to understand "the other", much emphasis will be given to outsiders' images of Norwegians and the Norwegian nation, as well as culturally based stereotypes between "us and them". Emphasize will be put on the need of knowledge and comparative perspectives. Special attention will be given to relevant issues pertaining to the cultural and ethnical contradictions in today's multicultural society, the globalization process and that of ethics and social responsibility at individual and corporate level.
9. Aims:	The subject will contribute to increase enterprise profitability and judgement, by enabling students to achieve effective communication with their counterpart. Much emphasis will be given to the analysis of interaction processes. Students will be capable of recognizing different communication forms and apply relevant and effective strategies to overcome communication obstacles. An insight into the understanding of culture and communication skills provides the enterprise with the necessary advantage in today's global competitive situation. Students will be capable of carrying out ethically-founded evaluations based on the understanding of culture in accordance with the enterprise's profitability and judgement. This applies to face-to-face situations, work meetings and presentations, media communication and not least participation in, or leadership of, a multicultural workplace.

10. Subject overview:	<p><b>Culture and communication theory</b></p> <p>Intercultural interaction in the global village. The concept of Culture. Subject perspectives: Ethnocentrism and cultural relativity. Attitudes: Stereotyping, prejudice and empathy.</p> <p><b>Communicative processes</b></p> <p>Models, signs, analysis and interpretation. Verbal and non-verbal communication. Context. Communicative competence.</p> <p><b>Understanding culture and society in the globalisation process</b></p> <p>Comparative cultural patterns. "Norwegian culture". Cultural complexity. Media and marketing pictures and representations. Ethics, corruption, CSR, the local and the global.</p> <p><b>How cultural difference influence enterprises and organisations</b></p> <p>Communications strategies, methods and techniques. Multicultural teams/groups. Cultural synergy. The culture shock. Intercultural competence.</p>
11. Implementation:	<p>There will be 50 hours of lesson. These comprise lectures, discussions, group work, task-solving activities, cases and interdisciplinary project work. Individual and group supervision will also be available.</p>
12. Assessment (mid-term and final evaluation):	<p>In the course of the semester students will hand in an obligatory assignment. At the end of the course there will be a 3-hour written exam. The group assignment will count 40 %, while the final exam will count 60 %.</p>
13. Required reading with number of pages and price per book/article:	<p>Adler, Nancy, <i>International Dimensions of Organizational Behaviour</i>. 4.ed. South West. Thompson Learning, Canada 2002 (250p) Nkr. 478,-</p> <p>Dahl, Øyvind, <i>Møter mellom mennesker, interkulturell kommunikasjon</i>. Gyldendal Akademisk, 2001 (248p) Nkr. 268,-</p> <p>Walaas, Kjersti Ruud, <i>Kompendium i Tverrkulturell kommunikasjon</i>, Norway 2008 (182p) Nkr. 150,-</p>
14. Recommended reading:	<p>Eriksen, Thomas Hylland &amp; Sørheim, Torunn Arntsen: <i>Kulturforskjeller i praksis</i>. Gyldendal Akademisk, Norway 2006</p> <p>Jandt, Fred: <i>An introduction to Intercultural Communication</i>. Sage, US 2004</p> <p>Ulven, Henrik: <i>Internasjonal skikk og bruk</i>. Index Pub. Oslo 2007</p>