



EUROPEAN UNIVERSITY FOR CUSTOMISED EDUCATION

STUDY GUIDE

INTRODUCTION TO INTERCULTURAL COMMUNICATION IN BUSINESS AND POLITICS

Organised by

University of the Peloponnese





1. IDENTIFYING DATA.

• Course Name.	Introduction to Intercultural Communication in Business and Politics
• Coordinating University.	University of the Peloponnese
• Partner Universities Involved.	-
• Course Field(s).	Business & Intercultural Communication
• Related Study Programme.	-
• ISCED Code.	04 Business Administration and Law 02 Arts and Humanities
• SDG.	4,17
• Study Level.	Level: second cycle (M)

• Number of ECTS credits allocated.	3 ECTS
• Mode of Delivery.	Online self-study
• Language of Instruction.	English will be the main medium of instruction. Communication with students can also be done in French.
• Course Dates.	Spring Semester 2023-24
• Precise Schedule of the Lectures.	Online sessions will take place for introduction, students' support, questions and feedback on the following dates (from 2:00 to 4:00 CET): <ol style="list-style-type: none"> 1) 6th March 2024 2) 13th March 2024 3) 20th March 2024 4) 10th April 2024 5) 17th April 2024
• Key Words.	Business negotiation and mediation, lobbying, ethnocentrism, language challenges
• Catchy Phrase.	This course explores the importance of Intercultural communication awareness for effective dialogue and understanding in an increasingly globalized world.





• Prerequisites and co-requisites.	<ul style="list-style-type: none"> - B2 level of competency in English (CEFR Levels) - Study levels : second cycle (M)
• Number of EUNICE students that can attend the Course.	30 students in total-3 students per partner university
• Course inscription procedure(s).	The standard EUNICE registration process will be applied for the course.

2. CONTACT DETAILS.

• Department.	Department of Sports Organization and Management, UoP
• Name of Lecturer.	Efthalia (Elia) Chatzigianni (UoP)
• E-mail.	echatzi@go.uop.gr
• Other Lecturers.	Areti Vogopoulou (UoP) Kyriaki-Vassiliki Kalogeropoulou (UoP)

3. COURSE CONTENT.

The aim of this course is to familiarize its participants with issues related to the significance and the components of cross-cultural communication in the workplace and beyond. First, a more complex and critical approach to Intercultural Communication will be introduced by problematizing national /ethnocentric approaches. Business negotiation and lobbying will then be examined within the framework of globalization and the need for intercultural awareness and sensitivity to break down cultural barriers. Finally, the role of language in human interaction and identity will be examined with special reference to the role and status of English Language as a Lingua Franca of our times and its far-reaching implications.

4. LEARNING OUTCOMES.

At the end of the course students should be able to

- demonstrate a thorough and critical understanding of intercultural communication and relate it to business practices
- apply knowledge and theory of intercultural communication to work-related contexts
- understand, evaluate and apply negotiation strategies in multinational business settings
- develop and express a thorough understanding of the impact of multilingualism and multilingual practices within work places and social communities





- understand and assess significant aspects of the current situation of English as a Global Lingua Franca and its implications in institutional and professional settings

The course will also help students develop general skills such as

- collaborative skills by working with people from diverse backgrounds
- awareness of cultural differences and tolerance to diversity and uncertainty
- critical thinking on local, global and intercultural issues

5. OBJECTIVES.

The main objective of the course is to familiarize students with essential aspects of negotiation, mediation and lobbying practices /strategies in the framework of globalization and the need for cross-cultural understanding. At the same time, the language challenges of such practices will be explored by focusing on issues of multilingualism, language attitudes and linguae francae and their role in shaping effective intercultural communication and skills.

6. COURSE ORGANISATION.

UNITS

1.	An introduction to the significance and components of communication in business and politics This unit is an introduction to the term of communication and intercultural communication in business and politics in the framework of globalization. .
2.	Obstacles & barriers to intercultural communication This unit examines and analyzes the barriers that arise as a result of the differences in cultures in the framework of intercultural communication
3	Ethics in intercultural communication. The unit gives emphasis on the significance of ethics in communication among cultures. It further discusses the various aspects and challenges arising in the field of communication among cultures in a professional environment
4.	Negotiation and Mediation in business and politics. Lobbying as an efficient tool for intercultural business. Here the significance of negotiation and mediation will be discussed in the area of intercultural communication. Furthermore, an analysis of the significance of lobbying as an efficient tool in intercultural business and politics will be presented.
5.	The role of language in intercultural communication. This unit examines the role of language in culture and identity formation as well as the importance of linguistic resources in effective cross-cultural communication. In addition, multilingualism vs monolingualism or 'English-only' practices/policies in work -related contexts will be presented highlighting the potential gains and perils.





6.	<p>English as a Global Lingua Franca and intercultural communication</p> <p>This unit focuses on the status and role of English as the main language in which intercultural communication takes place. Theories and research on English as the Lingua Franca (ELF) of our times are presented as well as how ELF research orients us to reconceptualising intercultural communicative competence.</p>
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LEARNING RESOURCES AND TOOLS.

<p>The learning resources and tools that will be utilized for the delivery of the course are the following:</p> <ul style="list-style-type: none"> ● Online material/ exercises, videos ● PowerPoint presentations ● Reading package (book chapters & research articles)

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

<ul style="list-style-type: none"> ● Lectures (online) ● Discussions ● Online exercises ● Case studies ● Group work plus individual work

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

<p>Participating students will be required to submit a written paper and make a presentation. Assessment scale 1-10 (Fail: less than 5)</p>
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OBSERVATIONS.

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8. BIBLIOGRAPHY AND TEACHING MATERIALS.

<p>Bibliography (indicatively)</p> <p>Intercultural Communication for Global Business by E. Tuleja. Routledge, 2022. Baker, Will. Culture and Identity through English as a Lingua Franca: Rethinking Concepts and Goals in Intercultural Communication, Berlin, München, Boston: De Gruyter Mouton, 2015. https://doi.org/10.1515/9781501502149</p>





Research articles will be recommended during the course.

