

# Intercultural Communication - Requirements

Structure of the subject – 2 lectures

**Textbook: KAJZAR, P. a M. CHYLKOVÁ, 2019. Intercultural Communication. SU OPF, Karviná. ISBN 978-80-7510-376-5.**

**Textbook: HEINZ, K. Intercultural Communication – updated edition**

Seminar work	20 points	30 November 2022 IS Homework vaults
Ongoing test 1	20 points	30 October 2022 online
Questionnaire	10 points	30 October 2022
Exam	50 points	examination period

**1 Seminar work – one of the suggested topics or student's own topic in connection with intercultural communication, but different from the topic of the presentation, it must involve a small questionnaire research conducted by the students – 5 pages – 20 points**

- Parts included: introduction, literature review, own research outcomes (questionnaire), conclusion, resources

- Intercultural dimension in non-verbal communication

- **Adaptation to a target culture**
- **Culture shock**
- **Culture values**
- **Food in various cultures – food prohibitions**
- **Business etiquette**
- **Specifics of a chosen culture in business context**

**2 Test– 20 points**

**3 Questionnaire – 10 points**

**4 Written Exam – 50 points**

## **Topics:**

- 1 Intercultural Communication and its Specifics**
- 2 Business Organization and Culture**
- 3 Division of Cultures**
- 4 The Power of Non-Verbal Communication**
- 5 Effective Communication**
- 6 Business Communication**
- 7 Business Etiquette**
- 8 Meetings and negotiations**
- 9 Written communication**

**During the course you can score 100 points – to pass you have to have 60 %:**

**60 - 69 E**  
**70 - 79 D**  
**80 - 89 C**  
**90 - 95 B**  
**96 - 100 A**