

Intercultural Communication - Requirements

Structure of the subject – 2 lectures

Textbook: KAJZAR, P. a M. CHYLKOVÁ, 2024. Intercultural Communication. SU OPF, Karviná.

Textbook: HEINZ, K. Intercultural Communication – updated edition

Seminar work	20 points	30 November 2024 IS Homework vaults
Ongoing test 1	20 points	10 November 2024 online
Exam	60 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 Written Exam – 60 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