

## COURSE OUTLINE

### 1. GENERAL

|   |   |                              |                     |
|---|---|------------------------------|---------------------|
| <b>SCHOOL</b>                               | APPLIED SCIENCES  |                              |                     |
| <b>DEPARTMENT</b>                           | DIGITAL MEDIA AND COMMUNICATION   |                              |                     |
| <b>LEVEL OF STUDY</b>                       | UNDERGRADUATE   |                              |                     |
| <b>COURSE UNIT CODE</b>                     | DMC642  | <b>SEMESTER OF STUDY</b>     | 6 <sup>TH</sup>     |
| <b>COURSE TITLE</b>                         | INTERCULTURAL COMMUNICATIONS  |                              |                     |
| <b>COURSEWORK BREAKDOWN</b>                 |   | <b>TEACHING WEEKLY HOURS</b> | <b>ECTS Credits</b> |
|   |   | Lectures                     | 3                   |
|   |   | <i>Total</i>                 | 3                   |
|   |   |                              | 6                   |
| <b>COURSE UNIT TYPE</b>                     | Elective, Special Course Infrastructure   |                              |                     |
| <b>PREREQUISITES :</b>                      | -   |                              |                     |
| <b>LANGUAGE OF INSTRUCTION/EXAMS:</b>       | Greek   |                              |                     |
| <b>COURSE DELIVERED TO ERASMUS STUDENTS</b> | Yes (in English)  |                              |                     |
| <b>MODULE WEB PAGE (URL)</b>                | <a href="http://elearn.teikoz.gr/course/view.php?id=91">http://elearn.teikoz.gr/course/view.php?id=91</a> |                              |                     |

### 2. LEARNING OUTCOMES

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| <b>Learning Outcomes</b>   |
| <p>In modern societies, the ability to communicate in multi-cultural social environments and workplaces is a critical skill. The aim of this course is to introduce students to the basic theories of intercultural communication and the differences in intercultural communication practices across cultures. Moreover, the course focuses on how cultural differences affect business transactions and workplace.</p> <p>On successful completion of this module the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Use theories of intercultural communication to interact with diverse publics from different cultures.</li> <li>2. Compare and contrast the communication styles used in different cultures.</li> <li>3. Manage diversity in a multicultural business environment and workplace.</li> <li>4. Analyze the characteristics of different publics in a multicultural context.</li> </ol> |
| <b>General Skills</b>  |
| <ul style="list-style-type: none"> <li>- Decision making</li> <li>- Free, creative and inductive thinking.</li> <li>- Work in an international environment.</li> <li>- Respect for diversity and multi-culturalism.</li> </ul>   |

### 3. COURSE CONTENTS

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| <p>The course covers topics such as:</p> <ul style="list-style-type: none"> <li>- Introduction in the communication styles used in specific cultures</li> <li>- Theory of cultural and social identity</li> <li>- Cultural dimensions theory of Hofstede</li> <li>- Intercultural adaptation theory</li> <li>- Intercultural communication competence</li> <li>- Oral communication in a multi-cultural context</li> <li>- Intercultural relationships</li> <li>- Intercultural communication in the workplace</li> </ul> |
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- Intercultural communication in the business environment
- Stereotypes
- Ethnocentrism

#### 4. TEACHING METHODS - ASSESSMENT

|  |   |                                 |
|--|---|---------------------------------|
| <b>MODE OF DELIVERY</b>                                | In-class  |                                 |
| <b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b> | Support of the learning process through the e-class platform.                               |                                 |
| <b>TEACHING METHODS</b>                                | <i><b>Method description</b></i>  | <i><b>Semester Workload</b></i> |
|  | Lectures  | 39                              |
|  | Personal Study  | 111                             |
|  | <b>Total Work Load</b>  | <b>150</b>                      |
| <b>ASSESSMENT METHODS</b>                              | End of Semester Formal Examination (100%):<br>- Short answer questions<br>- Essay questions |                                 |

#### 5. RESOURCES

*-Recommended Book Resources:*

- Michael, D. (2003), *Nation, Nationalism, and National Consciousness*, Ioannis, Arch. Chaparntidis, Thessaloniki (In Greek).
- Divani, L. (2008), *Greece and Minorities*, Athanasios Kastaniotis, Athens (In Greek).
- Vernikos, N. And Daskalopoulos, S. (2002), *Multi-Culturalism*, Kritiki Publishing, Athens (In Greek).
- Androusou, A. and Askouni, N. (2011), *Cultural Diversity and Human Rights*, Metaixmio Publishing, Athens (In Greek).
- Taylor, C. (2000), *Multi-culturalism: Examining the Politics of Recognition*, Polis, Athens (In Greek).
- Evaggelou, I. (2002), *Globalization, Multi-culturalism and Fundamentalism*, Sakkoulas, Athens (In Greek).
- Papaksiarchis, E. (2006) *Adventures of Diversity. The Production of Cultural Difference in Contemporary Greece*, Aleksandreia, Athens (In Greek).
- Kelly, P. (2002), *Multi-culturalism Reconsidered: Culture and Equality and Its Critics*, Polity Press, Cambridge.
- Laden, A. and Owen, D. (2007), *Multi-culturalism and Political Theory*, Cambridge University Press, Cambridge.
- Tully, J. (1995), *Strange Multiplicity: Constitutionalism in an Age of Diversity*, Cambridge University Press, Cambridge, UK.

*-Recommended Article/Paper Resources:*

- Beamer, L. (1992), Learning Intercultural Communication Competence, *Journal of Business Communication*, Vol. 29, No. 3, pp. 285-303.
- Jameson, D. (2007), Re-conceptualizing Cultural Identity and Its Role in Intercultural Business Communication, *Journal of Business Communication*, Vol. 44, No. 3, pp. 199-235.
- Wiseman, R., Hammer, M. and Nishida, H. (1989), Predictors of Intercultural Communication Competence, *International Journal of Intercultural Relations*, Vol. 13, No. 3, pp. 349-370.