

CROSS-CULTURAL COMMUNICATION IN BUSINESS

ФИО преподавателя: Tatiana Selskaya

Цель освоения дисциплины: To equip students with helpful tools and skills to find their way in a cross-cultural / multicultural environment when doing business or a job in the future.

Место дисциплины в учебном плане: elective, 4 trimester

Краткое содержание дисциплины: Introduction to cultural differences (classification by Erin Meyer and Hofstede's dimensions) and phenomena like cultural shock, integration, stereotypes etc. Regional aspects (with the focus on the relevant regions for doing business like China, South East Asia, Indian subcontinent and the Middle East, and also regions of students' choice). Practical aspect like learning to interact with people from other cultures in informal setting, working in a multicultural team, getting exposed to the modern culture and thinking styles from another country.

Общая трудоемкость дисциплины: 3 ECTS, 108 academic hours

Язык преподавания: English

Промежуточная аттестация по дисциплине is conducted in a form of a group project