

Course title	Intercultural Business Communication and Cultural Awareness
Course code	
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Third (3rd)
ECTS credits	5
Name of lecturer(s)	Vassiliki Delli, EFL/ESP Instructor
Aim of the course	The aim of this course is to introduce students to the area of Business culture and covers the main features of intercultural communication. Moreover, it surveys some key cultural dimensions and case studies. The importance of non-verbal communication is emphasized and more specialized vocabulary on business topics is studied.
Learning outcomes	At the end of the course students: 1. will have practised and improved all four English language skills 2. will have introduced themselves to more topics in Business English, i.e. more disciplines and field areas of Business Administration. 3. will have acquired insight into the concepts of culture and intercultural communication, familiarizing themselves with the main exponents of the discipline and their ideas 4. will have acquired insight into the concept of business culture
Competences	Good knowledge/command of English (B1 level Threshold - B2 level Vantage).
Prerequisites	There are no prerequisites for the course. However, good knowledge of English is recommended towards students' successful completion of the course.
Course contents	1. The Importance of Culture 2. Cultural Dimensions (Survey of Research; Hall, Hofstede, Kluckhohn and Strodtbeck, Trompenaars) 3. Types and stereotypes 4. Profiling national cultures 5. Profiling corporate cultures 6. Profiling group cultures 7. Culture and Communication
Recommended reading	<ol style="list-style-type: none"> 1. Utley, D., <i>Intercultural Resource Pack – Intercultural communication resources for language teachers</i>, Cambridge University Press, 2011 2. Pilbeam, A., <i>Working Across Cultures, Market Leader</i>, Pearson Longman, 2010 3. Gibson, R., <i>Intercultural Business</i>

	<p><i>Communication</i>, Oxford University Press, 2002</p> <p>4. Dignen, B., <i>Working Across Cultures</i>, Cambridge University press, 2010</p>
Teaching and learning methods	Lectures.
Assessment and grading methods	Final written exam. Minimum passing grade: 5.
Language of instruction	English