



**Public University of Prizren “Ukshin Hoti”**

**Faculty of Economics**

**Program - International Management**

<b>LEARNING PROGRAM - SYLLABUS</b>							
<b>Level of studies</b>	<b>Bachelor</b>	<b>Program</b>	<b>International Management</b>	<b>Academic Year</b>	<b>2019/20</b>		
<b>COURSE</b>		<b>Intercultural Communication Management</b>					
<b>Year</b>	<b>1</b>	<b>Course status</b>	<b>O</b>	<b>Code</b>		<b>ECTS credits</b>	<b>4</b>
<b>Semseter</b>	<b>1</b>						
<b>Lessons</b>	15		Classes		Lectures	Exercises	
					2	2	
<b>Learning Methodology</b>	Lectures (with power-point), seminar papers, consultations, tests.						
<b>Consultations</b>							
<b>Teacher</b>	<b>Nerimane Bajraktari</b>			e-mail	nerimane_bajraktari@hotmail.com		
				Tel.	044 150 244		
<b>Teaching assistant</b>				e-mail			
				Tel.			

<b>Study purpose of the course</b>	<b>Student benefits</b>
The purpose of this course is to get students acquainted with fundamental concepts, legalities and basic anthropological and cultural knowledge, as well as the challenges of contemporary international management in relation to intercultural communication. The course aims to point out that knowledge and understanding of cultural differences as well as knowing the principles and dimensions of intercultural communication, corporate executives and multinational corporations and international management in general is a prerequisite for success at work.	Students will develop their theoretical knowledge of cultural anthropology, the typology of cultures, and their distinctive features. Students will know how to identify and respect the cultural factor as a factor influencing the success of entrepreneurship and management. Students will be able to analyze and decide which cultural components of culture will be specifically considered, in the case of negotiating processes for different agreements with relevant culture members, as well as for management in multicultural environments.

<b>Methodology for realization of learning topics:</b>		
Lectures, interactive approaches, consultations, seminars		
<b>Conditions for realization of the subject:</b>		
Adequate literature, use of IT tools.		
<b>Student Assessment Method (in %)</b>		
	<b>Evaluation in %</b>	<b>Final grade</b>
Seminar work	Up to 10 points and these points are estimated in the total score from the colloquium and the final test.	51-60% - grade 6 61-70        7 71-80        8 81-90        9 91-100      10
Colloquium	50% of the possible points + 1 point of the colloquium is considered successful and the points from this colloquium are added to the points from the final exam.	
Final exam test	50% of the possible points +1 test points are rated positive. These points are added to the points from seminar paper and from the colloquium to draw the final assessment.	
<b>Student Obligations:</b>		
<b>Lectures</b> The student should be regular in lectures, use all learning opportunities, use the main and complementary literature, be active, cooperative to respect the rules on higher education and ethics in courtesy.		
<b>Student load for the subject</b>		

Activity	Hours	Days/weeks	Total:
Lecture	2	15 weeks	30 hours
Exercise	2	15 weeks	30 hours
Practical work			
Contact with the teacher / consultations	0.5	10 weeks	5 hours
Field exercises			
Homework			
Self-study time	1	15 weeks	15 hours
Final Preparation for Examination	2	10 weeks	20 hours
<b>1 ECTS credits = 25 hours x 4 ECTS credits the student must have a semester commitment = 100 hours</b>			<b>Total load:</b> 100 hours

Week	Lecture	Hours
1.	<b>Topic</b>	2 x 2
	Knowledge of subject matter and literature.	
2.	<b>Intercultural Communication Study</b> A precondition for peace An indispensable economic condition An indispensable technological condition An indispensable ethnic condition An indispensable condition of self-awareness	2 x 2
3.	<b>Intercultural communication, elements and barriers</b> culture communication context power	2 x 2
4.	<b>Intercultural History and Communication</b> Types of stories History and Identity Intercultural Communication and History	2 x 2

5.	<b>Intercultural identity and communication</b> Creating identities Social and cultural identities Identity Development Multicultural identity	2 x2
6.	<b>Intercultural Communication Processes</b> Verbal issues in intercultural communication Language Study Language and power Relocation between languages	2 x 2
7.	<b>Non-verbal communication issues</b> Definition of nonverbal communication Definition of cultural space	2 x 2
8.	Colloquium	2 x 2
9.	<b>Folk Culture and Intercultural Communication</b> Definition of folk culture Consumption and resistance to popular culture Representation of folk groups	2x 2
10.	<b>Culture, communication and conflict</b> Characteristics of Intercultural Conflict Types of conflict and disputes Cultural Impacts in Conflict Management Intercultural conflict management	2 x 2
11.	<b>Intercultural Relations in Everyday Life</b> Advantages of intercultural relations Challenges in Intercultural Relations The basics of intercultural relations Relationships through change	2x 2

12.	<b>Intercultural communication in the context of tourism</b> Intercultural Communication and Tourism Challenges of communication in tourism disputes Political and social contexts of tourism	2 x 2
13.	<b>Intercultural Communication and Business</b> National and global economy Communication Challenges in Business Contexts Social and political contexts of business	2x 2
14.	<b>Intercultural Communication and Education</b> Educational goals Intercultural Communication in Educational Environments Communication, education and cultural identity	2 x 2
15.	Discussion on seminar papers. Exam preparation.	2 x 2

<b>Literature</b>
<b>Main:</b> <ul style="list-style-type: none"> <li>• Judith N. Martin &amp; Thomas K. Nakayama .” <b>Introduction to Intercultural Communication</b>” . Tirana: UET Press, 2010.</li> <li>• Michael J. Papa, Tom D. Daniels, Barry K. Spiker.” <b>Organizational Communication - Approaches and Trends</b>” . Tirana: UET Press, 2009.</li> </ul> <b>Additional:</b> Roger Keesing & Andrew Stratern, Cultural anthropology: A Contemporary Perspective, Tirana: UFO University Press, 2008. John Monaghan & Peter Just, Social and cultural anthropology: a brief introduction, Tirana: Institute of Dialogue and Communication, 2007. Dominique Wolton, Save communication, Tirana: Papyrus,2009. Internet.
<b>REMARKS</b>