

Course Syllabus: MA in InterCultural Management (ICM)

1 Module content

Course	MA in InterCultural Management (ICM) - 1 st year
University, Faculty	University of Burgundy Europe, Languages and Communication Faculty
Module title	Introduction to Intercultural Communication
Lecturer	Alex Frame
Objectives	This is an introductory course designed to make students familiar with the cultural underpinnings of communication and behaviour more generally. The subject is approached from a theoretical point of view, discussing the work of well-known authors from the field of intercultural communication, while also applying their approaches to everyday experiences and anecdotes.
Number of hours	20
Semester	First
Number of students	Around 30

2 Evaluation

Prerequisite	Attendance to all classes
Evaluation methods	A learning log to be completed during the course, including personal reflections on the reading and class activities and discussions in the different sessions (2/3 of final mark) and performance during a prepared class debate (1/3 of final mark).
Weighting	100%

Examination types	Continuous assessment
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3 Teaching methods

Pedagogy	Reading to do before class, lectures and interactive activities during classes, reflexive exercise (learning log)
Teaching activities	Lectures, case studies, discussions, role-plays...

4 Outline of classes

1. Introduction to culture & intercultural communication theory
2. Culture and communication
3. Cultural differences
4. National identities and stereotypes in intercultural communication
5. Social psychology of intergroup relations
6. Intercultural management
7. Intercultural negotiation techniques
8. Intercultural communication competence
9. Debates
10. Debates

5 References

Central course textbook:

Gibson, R. (2021). *Bridge the Culture Gaps: A Toolkit for Effective Collaboration in the Diverse, Global Workplace*. Nicholas Brealey Publishing.

Classic texts in IC:

Hall, E (1966) *The Hidden Dimension*, Doubleday.

Hall, E (1959) *The Silent Language*, Doubleday.

Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and Organizations: Software of the Mind, Third Edition* (3^e éd.). McGraw-Hill.

Trompenaars, F., & Hampden-Turner, C. (1993). *Riding the Waves of Culture*. Nicholas Brearley.

General approaches to IC:

Holliday, A., Kullman, J., & Hyde, M. (2016). *Intercultural Communication: An Advanced Resource Book for Students*. Routledge.

Neuliep, J W (2015) *Intercultural Communication: A Contextual Approach* (Sixth Edition), Sage.

Scollon, R & Scollon, S (2001) *Intercultural Communication*, Oxford: Blackwell.

Spencer-Oatey, H (2008) *Culturally Speaking: Culture, Communication and Politeness Theory*, Continuum.

Spencer-Oatey, H & Franklin, P (2009) *Intercultural Interaction: A Multidisciplinary Approach to Intercultural Communication*, Palgrave Macmillan.

Ward, C; Bochner, S & Furnham, A (2001) *The Psychology of Culture Shock* (2nd ed.) Routledge.

(Specific) or general overviews of theories:

(AUM): Gudykunst, WB & Kim, YY (2003). *Communicating with Strangers: An Approach to Intercultural Communication*.

Gudykunst, WB (2003) *Cross-Cultural and Intercultural Communication*, Sage

(Adaptation): Kim, Y. Y. (2001). *Becoming intercultural : an integrative theory of communication and cross-cultural adaptation*. New York: SAGE Publications.

Critical approaches to IC:

Dahl, Ø; Jensen, I & Nynäs, P (eds) (2006) *Bridges of Understanding: Perspectives on Intercultural Communication*.

Dervin, F., & Machart, R. (Éd.). (2015). *Cultural Essentialism in Intercultural Relations*. London: Palgrave Macmillan.

Nakayama, T. K., & Halualani, R. T. (Éd.). (2010). *The handbook of critical intercultural communication*. Wiley-Blackwell.

Poutiainen, S (ed.) (2014). *Theoretical Turbulence in Intercultural Communication Studies*. Cambridge Scholars Publishing.

Cross-cultural management:

Barmeyer, C., & Franklin, P. (2016). *Intercultural Management. A Case-Based Approach to Achieving Complementarity and Synergy*. Basingstoke: Palgrave.

Chanlat, J.-F., Davel, E., & Dupuis, J.-P. (2013). *Cross-Cultural Management: Culture and Management Across the World*. Routledge.

Primecz, H., Romani, L., & Sackmann, S. (Éd.). (2011). *Cross-cultural management in practice: culture and negotiated meanings*. Cheltenham, UK ; Northampton, MA, USA: Edward Elgar.

Nations, nationalism:

Anderson, B (1983) *Imagined communities*, Verso.

Gellner, E (1983) *Nations and nationalism*, Blackwell.

Skey, M., & Antonsich, M. (Éd.). (2017). *Everyday Nationhood: Theorising Culture, Identity and Belonging after Banal Nationalism* (1st ed. 2017 edition). Palgrave Macmillan.

Globalisation, postmodernity:

Appadurai, A (1996) *Modernity at large: Cultural consequences of globalization*, University of Minnesota Press.

Featherstone, M (1995) *Undoing Culture, Globalisation, Postmodernism and Identity*, Sage.