

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	International Business Culture
Name of the subject in English:	International Business Culture
Credit value of the subject:	6
The code of the subject in the electronic study system:	BN-INBUCL-06-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Social Sciences and International Studies
Course type and number of contact hours:	Practical, class per week: 4, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

By the end of the course, students have to recognise not only the different elements of culture when they meet / work in an international team, but they also will be able to monitor the main "critical points" of cooperation to avoid cultural misunderstandings. They also will understand and be able to analyse both the risks and also the opportunities given by the diversity of their team. They will understand the origin of the most important cultural conflicts and misunderstandings and will have some strong alternative patterns / models in their minds about the basic rules and schedules in order to avoid the critical situations caused by cultural misunderstandings / how to solve the problems effectively and quickly in case a significant cultural conflict evolves.

SUMMARY OF THE CONTENT OF THE SUBJECT

- (1) The subject first introduces an analytical framework that helps the students to be able to understand the different characteristics of different cultures
- (2) Based on the framework above, the subject helps students to understand the main rules of
 - (a) working effectively in an international team to avoid cultural misunderstandings
 - (b) minimizing cultural conflicts and solving them effectively in case they still evolve
- (3) The subject offers information about the creative potential of the diversity of an international team.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Every lesson will be based on a lot of types of case studies where we analyse

- (a) the nature of the intercultural differences
- (b) some basic cultural patterns of the given field
- (c) the most important rules of the effective interpersonal communication and team work from the point of view of the given field
- (d) some promising opportunities that we can use to increase team creativity if we are able to understand the nature of the given cultural type of difference

ALL STUDENTS WILL BE ACTIVELY INVOLVED IN THE ANALYSING- and

PROBLEM SOLVING activity

A finalising (and well-structured) descriptive essay must be completed and presented by each student about the characteristics of his/ her own culture and they also have to discuss and evaluate it together with their classmates.

EVALUATION OF THE SUBJECT:

Both

- (1) the students' activity and analysing skills of each lessons will be evaluated by the teacher (students get feedback after every lesson)
- (2) each student's final essay and his/ her activity in the common debate about it will also be evaluated.

OBLIGATORY READING LIST:

- Haller, Peter M.: *Bridging cultural barriers : how to overcome preconceptions in cross-cultural relationships*. Springer, cop. 2019

RECOMMENDED READING LIST:

- Mitchell, Charles: *A short course in international business culture building international business through cultural a*. World Trade Press, 2009
- Mole, John: *Mind your manners : Managing business cultures in Europe*. Nicholas Brealey Pub., 2003