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**BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, PILANI**

**INSTRUCTION DIVISION**

**FIRST SEMESTER 2018-2019**

**Course Handout (Part II)**

**Date: 02/08/2018**

In addition to part-I (General Handout for all courses appended to the timetable) this portion gives further specific details regarding the course.

**Course No. : HSS F 227**  
**Course Title : Cross Cultural Skills**  
**Instructor-in- Charge : PUSHPA LATA**

**Scope and objective of the course:**

1. Providing insights into intercultural communication with powerful and deeply held views from multiple cultures.
2. Familiarizing the students how to undertake that critical self-reflection which may lead to better appreciation of the cultural diversity possessed by communities worldwide.
3. Bringing into the discussions, the experiences of intercultural communication, knowledge of the field of communication studies and mass communication, and perceptions of intercultural communication as a woman and as men from diverse ethnic, racial and cultural backgrounds.

**Learning Outcomes**

After doing this course the students will be able to:

1. Understand cross cultural communication and its different dimensions based on national cultures, as propounded by Geert Hofstede and Edward T. Hall, as well as comparative study of various theories developed later, by researchers like Trompenaars & Hampden-Turner.
2. Gain a comprehensive understanding of how and why cultural groups differ and the nuances of cross cultural teams
3. Develop sensitivity to cultural variations in thinking, feeling, and behaving and adapting the same for cross cultural communication effectiveness
4. Learn management and interpersonal skills to reckon, predict, and leverage cultural differences.
5. Develop an appreciation for the global mindset vis-à-vis Indian cultural identity.
6. Know more about diverse national cultures and countries from class projects and presentations.

**2 Text Book**

Madhavan, Shobhana, 2011, Cross Cultural Management, New Delhi: Oxford University Press.





### 3 Reference Books:

- (i) Maude, Barry, 2011, Managing Cross-Cultural Communication: Principles and Practice, Palgrave Macmillan
- (ii) Novinger, Tracy, 2001, Intercultural Communication: A Practical Guide, University Of Texas Press
- (iii) Beamer, 2011, *Intercultural communication in global workplace*, Tata Mcgraw Hill Education Private Limited
- (iv) Gudykunst, William B., *Cross-Cultural and Intercultural Communication*, Sage Publications
- (v) Patel, fay, Mingshen Li and Prahalad Sooknawan, 2011 Intercultural Communication, Sage Publication New Delhi India Pvt. Ltd.

### 4 Course Plan: Lectures

LECT. NO.	MODULES	REF./TO TEXT CHAP.	LEARNING OUTCOMES
1-3	Overview of Intercultural Communication	1	Understanding what is intercultural communication, the basic concepts, issues and other perspectives
4-8	Intercultural Communication in the Global Workplace	2 and 3	Understanding the Importance of intercultural competence at workplace and developing intercultural competence on professional front.
9-12	Technology as cultural Power and Its Social Impact	3	Critically analyzing the social impact of technology on culture from a wide range of socio- cultural dimensions
13-16	Critical Issue in Intercultural Communication: Practice Challenges and Barriers	9 and 10	Understanding some critical issues in intercultural communication and strategies to communicate effectively. Reference to the conceptual frameworks and provide examples from real life situations
17-20	Culture and Marketing	4	Understanding the importance of culture in Marketing; the influence of history, geography and politics on culture and marketing. Applying the knowledge while doing market





			research by following 4 Ps of Marketing, namely product, place, price and promotion.
21-22	Negotiation	5	Understanding the deep structures of culture and how the deep seated values and beliefs of a culture affects negotiation. Knowing the negotiating styles that characterize different countries and offers a few tips for successful international negotiation.
23-24	Motivation and leadership across Cultures	6 and 7	Understanding the process of motivation and learning various motivation theories and leadership theories. Apply the theories so as to develop leadership at a global workplace.
25-30	Managing Global Teams	8 and 9	Understanding the influence of culture on team development by knowing task strategies and process strategies of group work. Know the challenges of culturally diversified team with special focus on virtual teams. Apply the knowledge to create effective teams.

### 5. Class Assignments:

Class Assignments (50 Marks)

### 6. Project Assignments:

Special project (20 Marks)

### 7. Evaluation Scheme:

EC.No.	Components		Duration	Date & Time	Weightage	Nature of Component
1	Mid Sem		90 mts.	12/10 2:00 - 3:30 PM	30%	CB
2	Assignments	No	Type		Total 35% Marks	OB/ CB





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**Pilani Campus**  
**Instruction Division**

		1	Quiz		10	
		2	Professional Presentations		20 (15+5)	
		3	Case Study(take home)		20	
		4	Special project (take home)		20	
3	Comprehensive	3hrs		10/12 FN	35%	Closed Book

Evaluation Component	Duration	Weightage	Date & Time	Remarks
Mid Semester Test	90 min	60	To be announced	CB
Class Assignments		70		OB/ CB
Comp. Exam	2 hrs	70	To be announced	CB
<b>Total</b>		<b>200</b>		

**8. Make-up policy:** Make Up- subject to prior permission.

**9. Chamber Consultation Hour:** To be announced in the class.

**10. Closed Book Test:** No reference material of any kind will be permitted inside the exam hall.

**11. Open Book Exam:** Use of any printed / written reference material (books and notebooks) will be permitted inside the examination hall. Loose sheets of paper will not be permitted. No exchange of material will be allowed.

**12. Notices :** Notices, if any, concerning the course will be displayed on Nalanda / the Notice Board of HSS Dept.

**Instructor-in-charge**  
**HSS F 227**



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