LSPR Communication & Business Institute

Subject Syllabus

Subject Code : KOM03

Subject Title : Intercultural Communication

Subject Specification : For students in Communication Faculty

Subject Overview : Insight and understanding of aspects of culture, both Indonesian andforeign, prepare students to deal with a globalised business environment. This includes historical dynamics of cultures in change, and how they respond to internal and external influences, including social, economic, technological and ideological factors. We examine the nature of 'corporate culture' within the broader cultural context, and the range of different styles of operation of domestic Indonesian and multinational firms. 'High-context' and 'low-context' cultures, 'open' and 'closed' ones are compared and contrasted, to see the nature of their effective (positive) vs. dissonant (negative) aspects. We examine the 'seven cultural dimensions' of Fons Trompenaars, the rule of law and the imposition of discipline (both internal and external) within a corporate culture. Nurturing relationships across different cultures, conflict avoidance & crisis resolution are touched on, as culturally defined and dealt with. Trust is posited as the foundation of business relationships; 'trusting cultures' being more dynamic, prosperous and stable than mistrustful ones.

Course Objectives :

1. Understand how cultures differ, and how this affects individual and business performance
2. Gain skills in handling themselves and influencing or directing situations in a multinational (globalised) environment
3. Analyze and problem-solve from the point of view of cultural contrast / conflict
4. Learn to operate more effectively with expatriate business partners and executives
5. Master etiquette for business and social occasions across cultures
6. Recognize the need for acknowledgment of responsibility, for trust and flexibility

Course Method : interactive lectures, problem-solving discussions, case small group discussions, class presentation.

Learning Outcome (Competence) :

- Knowledge : Understanding of various aspects of culture, including both Indonesian and foreign cultures, and their significance in a globalized business environment.
- Skill : Understanding of various aspects of culture, including both

Indonesian and foreign cultures, and their significance in a globalized business environment.

- Attitude : Understanding of various aspects of culture, including both Indonesian and foreign cultures, and their significance in a globalized business environment.

Course content :

Week	Topic
1	Communication, Culture and Conflict
2	Perception & Stereotypes
3	Edward Hall's Model of Cultural Differences I
4	Edward Hall's Model of Cultural Differences II
5	Kluckhon's Basic Assumptions
6	Hofstedes Cultural Dimension
7	Assignment/Quiz/Overview
8	**Mid Term Examination**
9	Trompenaars
10	Intercultural Relationship
11	Non Verbal Communication I
12	Non Verbal Communication II
13	Cultural Adaptation & Integration
14	The Developmental Model of Intercultural Sensitivity
15	Assignment/Quiz/Overview
16	**Final Term Examination**

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations 35%

Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Communication, Culture and Conflict	a. Definition of Culture b. Visible & Invisible Culture (Cultural Onion) c. Cultural Programming d. Culture & Subcultures e. Intercultural Communication	1. Lecturer's presentation 2. Question and answer
2	Perception & Stereotypes	a Definition of Perception b Difference of Stereotype, Prejudice & Discrimination c Continuation of discussion on Stereotype, Prejudice & Discrimination d Video Showing	1. Lecturer's presentation 2. Question and answer
3	Edward Hall's Model of Cultural Differences I	a High & Low Context b Case Study	1. Lecturer's presentation 2. Class discussion 3. Question and answer
4	Edward Hall's Model of Cultural Differences II	a. Monochronic & Polychronic Time b. Personal Space	
5	Kluckhon's Basic Assumptions	a. Kluckhon-Strodtbeck's Model of Basic Assumptions or Value Orientation Model	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Hofstedes Cultural Dimension	a. Hofstedes Cultural Dimension.	1. Lecturer's presentation 2. Class discussion

			3. Question and answer 4. Case Study
7	Assignment/Quiz/Overview		1. Lecturer's presentation 2. Class Discussion 3. Question and answer
8	Mid Term Test		
9	Trompenaars	a. Trompenaar's Cultural Dimensions	1. Lecturer's presentation 2. Class Discussion 3. Question and answer
10	Intercultural Relationship	a. Definition of intercultural relationships and their significance in a globalized world. b. Explanation of the importance of understanding and navigating cultural differences in interpersonal interactions. c. Cultural Awareness and Sensitivity	1. Lecturer's presentation 2. Class Discussion 3. Question and answer
11	Non Verbal Communication I	a. Student Activity: Charade b. Reflection & Discussion on the activity c. Discussion on Body Language, Facial Expression and Gesture d. Video Showing	1. Lecturer's presentation 2. Class Discussion 3. Question and answer
12	Non Verbal Communication II	b. Student Activity: Eye Contact and Personal Space c. Reflection & Discussion on the Activity d. Discussion on Eye contact, Personal Space, Touch, Voice Video Showing	1. Lecturer's presentation 2. Class Discussion 3. Question and answer
13	Cultural Adaptation & Integration	a. Definition of cultural adaptation and its significance in intercultural communication. b. Explanation of the process of adapting to new cultural environments and the challenges it may entail. c. Importance of cultural adaptation in building effective relationships	1. Lecturer's presentation 2. Class Discussion 3. Question and answer

		and navigating cross-cultural interactions.	
14	The Developmental Model of Intercultural Sensitivity	a. Overview of the concept of intercultural sensitivity and its importance in navigating diverse cultural contexts. b. Explanation of the Developmental Model of Intercultural Sensitivity (DMIS) as a framework for understanding and assessing individuals' attitudes and behaviors toward cultural differences.	1. Lecturer's presentation 2. Class Discussion 3. Question and answer
15	Assignment/Quiz/Overview		
16	**Final Term Test**		

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project or Group Presentation

References **:**

1. Cultural Insensitivity (Published by The Hague University of Applied Sciences) Tuleja, E.A. (2017).
2. Intercultural Communication for Global Business: How leaders communicate for success. Published by Routledge 711 Third Avenue, New York, NY 10017.
3. Martin, J., & Nakayama,T (2010). Intercultural Communication In Contexts. Published by McGraw-Hill, a business unit of
4. The McGraw-Hill Companies, Inc., 1221 Avenue of the Americas, New York, NY 10020.
5. Sorrels, K., (2016). Intercultural Communication Globalization and Social Justice Second Edition. Published by SAGE
6. Publications, Inc., 2455 Teller Road Thousand Oaks, California 91320.
7. Shuang,L., Zala, V., & Gallois, C. (2015). Introducing Intercultural Communication: Global Cultures and Contexts.
8. Published by SAGE Publications Ltd 1 Oliver's Yard 55 City Road London EC1Y 1SP.

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