



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

Course Code THOM490	Course Title Intercultural Communication	ECTS Credits 6
Department Hospitality and Tourism Management	Semester Fall	Prerequisites Senior Level
Type of Course Elective	Field Hospitality/Business /Intercultural Communication	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 4 th	Lecturer Dr Prokopis Christou
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- Develop academic method: thinking, research, referencing and integrative skills with initiative and originality.
- Introduce students to the complexity of intercultural communication into Hospitality and Tourism Industry
- know the main characteristics of each country business etiquette
- Help students develop a curiosity and love for the field
- Aid students to understand the concepts of diversity in the industry
- Develop in students:
 - Intercultural communication skills
 - Abilities to interpret and adjust in any working environment

Learning Outcomes:

After completion of the course students will be expected to be able to:

1. Identify intercultural communication as a distinguishable pattern of communication for the purposes of effective cross-cultural interaction.
2. Evaluate the impact of the complexity of culture and personal perception on communication.

3. Participate in critical self-analysis to diminish the influence of ethnocentrism as it produces negative thoughts and actions towards members of a different culture(s).
4. Recognize the societal impact of prejudice and stereotyping.
5. Demonstrate a healthy perspective of their culture and its positive contribution to the cross-cultural communication setting.
6. Distinguish diverse message systems and how they impact communication such as verbal and nonverbal symbol systems.
7. Operate effectively within the global workforce.
8. Identify potential problems inherent to intercultural communication and employ effective conflict resolution practices.
9. Analyze the relevance for adopting culture-general as well as culture-specific methodologies of cross-cultural communication.

Course Contents:

- Academic method: thinking, researching, referencing and integrative tasks with initiative and originality
- Cultural differences as communication Resources
- Managing Diversity- Defining Cultural diversity
- Developing a cultural identity
- Business Etiquette- Protocol Abroad

Learning Activities and Teaching Methods

PowerPoint Lectures, group discussions, practical exercises, case studies, role plays, video, presentations, student project/assignment

Assessment Methods:

Students’ PowerPoint presentations, assignments, exercises, Mid-Term exam, Final exam

Required Textbook/Reading:

Author	Title	Publisher	Year	ISBN
Robert T Morah, Philip R Haris and Sarah V Morah	Managing Cultural Differences	BH	2007	0750682477

Recommended Textbooks/Reading:

Author	Title	Publisher	Year	ISBN
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James Leigh and Stephen M Hill	SAFARI through culture , behavior & communication,	Afi touch	2007	
Mead, R	International Management	Blackwell Publishing	2002	
Angelo, Rocco M	An Introduction to Hospitality Today	Educational Institute, American Hotel & Motel Association	1995	
Martin and Nakayama	Experiencing Intercultural Communication	Mayfield,	2001	
Samovar	Communication between Cultures	Wadsworth	2000	