

Educational institution  
“Belarus State Economic University”

APPROVED

First Vice-rector of Educational  
institution “Belarus State  
Economic University”

\_\_\_\_\_ E.F. Kireyeva

«\_\_» \_\_\_\_\_ 2023

Registration № UD \_\_\_\_\_ / st.

## **SOCIO-CULTURAL COMMUNICATION IN BUSINESS**

### **Syllabus of the Institution of Higher Education for a Learning Discipline for Specialty:**

1-25 80 02 “Economy”

Master Program “Economic Psychology”

**AUTHOR:**

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**REVIEWERS:**

Barsuk I.A., Head of the Department of Philosophy of Culture, Belarusian State University, PhD in Philosophy, Associate Professor;

Zagumennov Y.L., Associate Professor of the Department of Information Technologies and Socio-Humanitarian Sciences of the Minsk Affiliate of the Russian Economic University, nabbed by G.V. Plekhanov; PhD in Pedagogics, docent.

**RECOMMENDED FOR APPROVAL:**

by Department of Economic Sociology and Psychology of Entrepreneurship of Belarusian State Economic University  
(Protocol №. \_\_ of \_\_ of January, 2023);

by Scientific and Methodological Council of Belarusian State Economic University (Protocol №\_\_ от \_\_\_\_\_).

## EXPLANATORY NOTE

The Syllabus is for students who master the study program of the second level of higher education, which forms knowledge, skills and abilities of professional work as well as research work and provides the Master's degree.

The syllabus is designed to provide a wider review in such discipline as “Socio-cultural Communication in Business”, to provide basic knowledge in most common theoretical and practical approaches to the case of socio-cultural communication. The discipline is supposed to develop practical skills in dealing with individuals from different cultures and social strata in order to become effective in business as well as everyday communications and to avoid any conflicts, which may occur while interaction.

The twenty-first century business environment is expanding and increasingly attracting the interest of countries from developed and developing nations of the world. As countries of the world become increasingly interdependent and interconnected because of global market and diverse consumer needs, it is critically important that participating countries and their organizations understand and appreciate one another's cultural differences in order to ensure growth and sustainability in international business. Recent studies have traced the failure of some international business ventures to three significant factors: lack of intercultural skills and competence, inability to communicate effectively at a global level, and failure to practice acceptable etiquette in business negotiations. Therefore, businesses from different countries need to appreciate the importance of understanding the cultures and values of their counterparts as well as develop intercultural communication sensitivity and decorum. This reality requires well-educated and competent professionals who will possess deep knowledge of socio-cultural communication.

The aim of the learning discipline is to form integral, systemic view of the phenomenon of socio-cultural communication and its implications in business sphere.

The main purposes of the learning discipline are:

- to learn the most common approaches and interpretations of socio-cultural communication; to possess knowledge of general notions, concepts and ideas in the topic;
- forming communicative competences in interactions with other cultures representants;
- forming of the critical and creative thinking ability, practical and methodological skills in doing research work.

On completion of this discipline, students should know:

- theoretical approaches to socio-cultural communication in contemporary research;

- peculiarities of verbal and non-verbal communication in different cultural systems;
- social and cultural factors, that affect difficulties or conflicts in communication;
- rules, principles, ethics of business communication in modern society.  
    should be able to:
- analyze any communicative situation between individuals, representing different social and cultural systems, reveal faults, solve occurring contradictions;
- use in professional activity knowledge of wide range of verbal and non-verbal means of communication;
- exercise creativity and research skills in the context of a multidisciplinary approach in solving theoretical and practical problems.

The study of the learning discipline “Socio-cultural Communication in Business” is designed for 102 academic hours, of which 42 are classroom hours, including 20 hours - lectures, 22 hours - seminars. The current certification form is a credit.

# **THE CONTENT OF THE OPTIONAL LEARNING DISCIPLINE "SOCIO-CULTURAL COMMUNICATION IN BUSINESS"**

## **TOPIC 1. SOCIO-CULTURAL COMMUNICATION IN MODERN WORLD**

Phenomenon of communication in social sciences. Notion of socio-cultural communication: its essence, main approaches to its interpretations. Socio-psychological, socio-cultural, critical paradigms in communication theory.

Culture, its polisemantic character. Culture types. Forming of national cultures: affect of religion, politics, climate and nature, history and other factors. Intercultural and cross-cultural communication, its specifics and differences. Notion of cultural diffusion. Cultural diffusion and cultural borrowing, their interrelation. Horizontal and vertical diffusion. The essence of cultural transmission. Acculturation and its main strategies (J.W. Berry). Socio-cultural and psychological specifics of acculturation.

## **TOPIC 2. MAIN TYPOLOGIES OF CULTURE (G. HOFSTEDE AND F. TROMPENAARS' MODELS)**

National, ethnic, business culture. Verbal and non-verbal communication in different cultures. Understanding and recognition of cultural differences. System of values as a determinant of behavior. Beliefs and value orientations as a basis of cross-cultural comparison (S. Ioshimuri, W. Neuman). Notion of cultural "foreignness". Phenomena of tolerance. Parameters of culture in theory of G. Hofstede. Model of national cultural differences of F. Trompenaars.

## **TOPIC 3. SPECIFICS OF CROSS-CULTURAL COMMUNICATION (E. HALL AND E.D. HIRSCH' MODELS)**

Theory of cultural context by E. Hall. High-context and low-context cultures. E.D. Hirsch's theory of cultural literacy: "spirit of communal co-operation" and intercultural competence. Culture classification by R. Lewis: monoactive, poliactive, reactive cultures. Methodic-didactic specifics of intercultural learning (M. Bennet's model). Conception of "cultural relativism" of M. Herskovits.

## **TOPIC 4. CONFLICT IN SOCIO-CULTURAL INTERACTION**

Ethnic and national conflicts. Phenomenon of "cultural shock". Conflictogenity of modern socio-cultural reality. Micro- and macrolevels of conflicts in global society. Nature of a social conflict: main causes and display levels. Specifics of the appearance and displaying of ethno-cultural conflict. Typology of inter-ethnic conflicts. Specifics and distinctions of a national conflict. Conflict in verbal and non-verbal intercultural communication. Functions of a

social conflict (L.A. Coser). Main stages and ways of solving of a conflict. L. Laudan's theory on ways of solving of conflicts. Monitoring of communications, behavioral differences, emotional tension. Notions of ethno-cultural relativism, ethno-phobia, ethno-centrism. "Cultural shock" phenomenon. Crisis of a social identity in conditions of trans-culturality.

## **TOPIC 5. NATIONAL BUSINESS CULTURE**

Specifics of national business cultures. National cultures: similarities and differences. Interconnection of language, mind and culture. Role of language in inter-ethnic communication. Rules and peculiarities of verbal and non-verbal communication (proxemics and tacesics). Phatic communication as a special form of verbal communication. Value orientations in approaches by F. Kluckhohn and F. Strodtbeck. Notion of "corporate culture", its general attributes. Specifics of business and unofficial international communication. Multi-national corporations in modern world. Typology of multi-cultural corporations: methods of governance and cultural diversity. Cultural differences' impact on corporate culture. Effect of national cultural peculiarities on a governance model. Models of corporate culture (Deal T. E. and Kennedy, A. A.). Organizational culture's models.

## **TOPIC 6. SOCIO-CULTURAL FRAMEWORKS OF BUSINESS**

Culture's impacts on business, areas of the impact: pace of business, business protocol, decision making and negotiating, managing employees and projects, propensity for risk taking, marketing, sales and distribution. Socio-cultural communication and negotiation skills on international level. Analytics of behavioral models and ethno-cultural stereotypes. Knowledge as the main source of forming and development of skills of effective international communication with other cultures' representants. Specifics of forming and appearance of behavioral models of different national cultures. Cultural contrasts in nations' value systems (American, Japanese, Arab cultures cases). Cultural differences and ethics. Ethnical stereotype: definition, structure and content. Cognitive and emotional-evaluative components of ethnical stereotype. Auto-stereotype and hetero-stereotype. Principles of forming and changing mechanisms of ethnical stereotypes. Ethno-cultural tolerance.

**LEARNING-METHODICAL MAP OF THE LEARNING COURSE**  
**«SOCIO-CULTURAL COMMUNICATION IN BUSINESS»**

Number of part, topic	Title of part, topic	Amount of classroom hours						Other	Knowledge control form	
		Lectons	Practical classes	Seminars	Laboratory classes	Controlled Individual Work hours				
						lec- tions	sem- inar s			
1	2	3	4	5	6	7	8	9	10	
1.	Socio-cultural communication in modern world	2		4						questioning, text analysing
2.	Main typologies of culture (G. Hofstede and F. Trompenaars' models)	4		4						questioning, text analysing, test
3.	Specifics of cross-cultural communication (E. Hall and E.D. Hirsch)	2		2						questioning, text analysing, test
4.	Conflict in socio-cultural interaction	4		4						questioning, text analysing, test
5.	National business culture	4		4						questioning,

									text analysing,
6.	Socio-cultural frameworks of business	4		4					questioning, text analysing, test
	<b>Hours in total</b>	<b>20</b>		<b>22</b>					<b>final test</b>



## LIST OF RECOMMENDED LITERATURE

### Main literature:

1. Dignen, B. Effective International Business Communication / B. Dignen, I. McMaster. - London : Collins, 2013. - 175 p.
2. Kalacheva, I. I. Theory of Contemporary Communication Studies : a textbook for foreign students of higher education institutions majoring in Master's degree in Communication, [including from the People's Republic of China, studying in English] / I. I. Kalacheva, M. A. Gulyuk. - Minsk : Riga, 2021. - 382 p. – (in English).
3. Thill, J. V. Excellence in Business Communication : Global Edition / J. V. Thill, C. L. Bovee. - 13th ed. - Harlow : Pearson , 2020. - 672 p.

### Additional literature:

4. Ivanova, T. B. Corporate Culture and Company Effectiveness / Ivanova T. B., Marius V., Kovaleva E. A. - Moscow :SIC INFRA-M, 2016. - 125 p. - Text : electronic. - URL: <https://znanium.com/catalog/product/702671> (accessed: 12/27/2022). – Access mode: by subscription. – (in English)
5. Rogers, E.M. Edward T. Hall and The History of Intercultural Communication / Everett M. Rogers, William B. Hart, Yushitaka Miike // Keio Communication Review/ – № 24. – p. 1 – 5. – Mode of access: <http://researchgate.org>
6. Simkhovich, V. A. Applied Sociology : a textbook for students of institutions of higher education in the specialty "Linguistic support of intercultural communications (in directions)" / V. A. Simkhovich. - Minsk: Riga, 2021. - 279 p.– (in English)
7. Washington, M. Intercultural Communication in Global Business / Melwin C. Washington, Ephraim A. Okoro, Otis Thomas // International Business & Economics Research Review. – 2012. – Vol.11, #2. – p. 217 – 222. – Mode of access: <http://researchgate.org>
8. Shuang Liu, Galloise, C. Intergration Intercultural Communication and Cross-Cultural Psychology: Theoretical and Pedagogical Implications / Shuang Liu, C. Galloise // Online Readings in Psychology and Culture, 2(1). – Mode of access: <http://researchgate.org>

## PROTOCOL FOR THE AGREEMENT OF THE SYLLABUS

The name of the discipline, which approval required	Name Chairs	Suggestions about changes in the content of the curriculum institutions of higher education by academic discipline	The decision taken by the department that developed the curriculum (indicating the date and protocol numbers)
			protocol No. from

## Changes in program

for 20 / 20 year

№	Changes	Reason

Work program is reviewed and approved by Department  
\_\_\_\_\_ (protocol № \_\_ of \_\_\_\_\_ 20 ).

Head of Department

\_\_\_\_\_

Signature

\_\_\_\_\_

Name

Approved:

Director of Institute of Masters Programs:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature

Name

Date