



MARMARA UNIVERSITY - Faculty of Business Administration

Business Administration (in English)

SYLLABUS

| Course Code | Course Title | Type of Course | Course Group * for electives | Weekly Course Hours | | ECTS Credits | Prerequisite to minimum letter grade |
|--|---|---|---------------------------------|---------------------|---|---------------------|--------------------------------------|
| | | | | T | P | | |
| OB 2044 | Culture and Communication | Elective | | 3 | 0 | 5 | |
| Prerequisite | | Minimum grade | | | | Grade | |
| Language of Instruction | | | | | | | |
| Course Lecturer | | | | | | | |
| Short Course Content | Introduction to the communication process, Communication theories, Perception process, The concept of culture, Cultural values, Hofstede's cultural dimensions, Hall's cultural dimensions, Trompenaar's cultural dimensions, Non-verbal communication, Listening levels and developing listening skills, Barriers in interpersonal communication and how to overcome them. ways, Interpersonal communication in organizations (subordinate-superior and peer-to-peer relations), Formal and informal communication channels in organizations, Communication barriers in organizations and ways to overcome them. Group and intra-team communication and communication networks | | | | | | |
| Course Objectives | To examine the communication process with an emphasis on intercultural and organizational communication. To make students aware of their own and others' communication skills. To create awareness and understanding of culture and intercultural communication. To develop students' communication skills necessary for effective interpersonal relations in different social, cultural and business environments. | | | | | | |
| Recommended or Required Reading | 1. | Martin, J. N., & Nakayama, T. K. (2010). Intercultural Communication in Contexts (3th. Ed.), The McGraw-Hill Co., NY. / Daimal Fisher (1996). Communication in Organizations. West Publishing Company / Trompenaars, F. & Hampden-Turner, C. (1998). Riding the Waves | | | | | |
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| Learning Outcomes | 1. | To develop awareness and understanding of cultural and intercultural communication | | | | | |
| | 2. | To have developed the ability to understand and overcome organizational and intercultural barriers in effective communication | | | | | |
| | 3. | To have learned different communication subjects such as communication relations, channels, directions, intra-group communication n | | | | | |
| | 4. | To have acquired the listening and non-verbal communication skills necessary for effective interpersonal communication | | | | | |
| | 5. | Learning to understand and appreciate the values of other cultures as well as to appreciate their own culture and values | | | | | |
| Planned Learning Activities and Teaching Methods | | | | | | | |
| WEEK | Date | Course Contents | | | | | |
| Week 1 | | Introduction to the communication process | | | | | |
| Week 2 | | Communication theories/models | | | | | |
| Week 3 | | Perception process, bias, stereotypes, prejudice, ethnocentrism | | | | | |
| Week 4 | | The concept of culture, comparison of cultural values, beliefs, perception and communication styles | | | | | |
| Week 5 | | Hofstede's cultural dimensions (power distance, individualism-collectivism, uncertainty avoidance, masculinity-feminin | | | | | |
| Week 6 | | Hall's cultural dimensions (high/low context, monochronic/polychronic), Trompenaars'scultural dimensions | | | | | |
| Week 7 | | Cultural differences in communication, Diversity Management in Organizations | | | | | |
| Week 8 | | Midterm(s) | | | | | |
| Week 9 | | Non-verbal communication, body language, concept of space, metacommunication | | | | | |
| Week 10 | | Listening levels, developing listening skills | | | | | |
| Week 11 | | Interpersonal communication, subordinate-superior and peer-to-peer employee relations in organizations | | | | | |
| Week 12 | | Formal and informal communication channels in organizations | | | | | |
| Week 13 | | Interpersonal and organizational communication barriers and ways to overcome these barriers | | | | | |
| Week 14 | | The concept of effective organizational communication, communication and high performance organizations | | | | | |
| Week 15 | | Group and intra-team communication in organizations, team (centralized/decentralized) communication networks | | | | | |
| Week 16 | | Study week | | | | | |
| Week 17 | | Final | | | | | |
| Assessment | | Assessment Method | Quantity | Date | | Weight in Total (%) | Weight in Semester Evaluation (%) |
| | | Final Exam | 1 | | | 50 | 0 |
| | | Final Make-up Exam (if exists) | 1 | | | 50 | 0 |
| | | Semester Evaluation | | | | 50 | 100 |

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|--|---------------|------------------------|---|---------------------------|----------|------------------------|
| Methods and Criteria | Midterm(s) | | 1 | | 50 | 100.0 |
| | Quiz(zes) | | | | | |
| | Project(s) | | | | | |
| | Homework(s) | | | | | |
| | Laboratory | | | | | |
| | Other | | | | | |
| | | | | | | |
| *** ECTS Credit Calculation *** | | | | | | |
| Evaluation Tool | Hour/Quantity | Student Workload Hours | | Evaluation Tool | Quantity | Student Workload Hours |
| Theoretical hours | 3.0 | 42.0 | | Quiz & preparation | 10 | 10.0 |
| Applied hours | 0.0 | 0.0 | | Homework | | |
| Laboratory | 2.0 | 28.0 | | Project | 5 | 5.0 |
| Pre-class self study | | | | Research and presentation | | |
| Post-class self study | | | | Seminar | | |
| Post-application self study | | | | Field study | | |
| Exam preparation & Midterm | 10 | 10.0 | | Atelier | | |
| Exam preparation & Final | 20 | 20.0 | | Other | | |
| GENERAL TOTAL : | | | | | 50.0 | 115.0 |
| Recommended ECTS Credit (Total Hours / 25) : | | | | | | 5 |