



Integral University, Lucknow

Effective from Session: 2023-2024							
Course Code	HS410	Title of the Course	Cross-Cultural Communication	L	T	P	C
Year	I	Semester	II	4	0	0	4
Pre-Requisite	Graduation	Co-requisite	None				
Course Objectives	The course is design to encourage students to engage with different cultures in a hands-on way and to meaningfully experience cross-cultural communication						

Course Outcomes	
CO1	Student will understand the Basics of Communication.
CO2	To provide a space for students to reflect on their own personal experience with cultural difference.
CO3	To provide concept of verbal, nonverbal and communication biases.
CO4	To understand the Constructive Inter-Cultural Conflict Management
CO5	To gain knowledge of persuasion tactics, planning, composition of the negotiation.

Unit No.	Title of the Unit	Content of Unit	Contact Hrs.	Mapped CO
1	Basic Concepts in Communication	Communication Styles: Verbal and Nonverbal, Communication Barriers and Breakdowns, Communication in Relational Contexts.	12	CO1
2	Intercultural Communication	Nature and assumptions, global and domestic diversity trends.	12	CO2
3	Value System in Intercultural Communication	Value orientations and intercultural encounters, mindful intercultural verbal and non-verbal communication, biases in cross-cultural communication.	12	CO3
4	Constructive Inter-Cultural Conflict Management	Trans-cultural communication competence, Identity change and Inter-cultural adaptation.	12	CO4
5	Cross-Cultural Negotiation and Bargaining:	Process, verbal and non-verbal behaviour, persuasion tactics, planning, composition of the negotiation team, working through the contract.	12	CO5

Reference Books:

Danziger, K. (1976). Interpersonal communication. New York: Pergamon Press.

Gudykunst, W. B. (Ed.) (2003). Cross-cultural and intercultural communication. Thousand Oaks, CA: Sage Publications.

Prasad, L. M. (2012). Organizational behaviour. New Delhi: Sultan Chand & Sons.

Reynolds, S.;Valentine, D. and Munter, M.M. (2010). Guide to Cross-Cultural Communications, 2nd Edition, Pearson

Mattock, J. (2003). Cross-cultural communication : the essential guide to international business, Kogan Page publishers

Hendon, D. W., Hendon, R. A., & Herbig, P. (1996). Cross-Cultural Business Negotiations, Westport, CT: Praeger

e-Learning Source:

- <https://egvankosh.ac.in/bitstream/123456789/23869/3/Unit-1.pdf>
- <https://youtu.be/tpB-B8BXk0>

Course Articulation Matrix: (Mapping of COs with POs and PSOs)

PO-PSO CO	Course Articulation Matrix: (Mapping of COs with POs and PSOs)															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	
CO1	1	2	2	1	2	3	1	2	3	2	2	2	3	3	2	
CO2	2	1	1	2	2	1	2	2	3	3	1	2	2	3	2	
CO3	2	2	1	1	2	2	2	2	1	3	2	2	1	2	2	
CO4	2	2	2	2	2	2	3	2	3	2	2	2	2	2	2	
CO5	1	1	2	2	1		1	2	2	2	2	2	3	1	3	

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

Name & Sign of Program Coordinator	Sign & Seal of HoD
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