

INTERCULTURAL COMMUNICATION

The structure of units:

- 1 Reading and role play
- 2 Case studies
- 3 Intercultural tests.

Topics:

Part A deals with general topics while part B focuses on specific cultures

A

- I Business Organization and Culture...p.5
- II Religions and Their Impact on Intercultural Communication...p.10
- III The Importance of Eating Habits for Various Cultures...p.16
- IV Division of Cultures...p.20
- V The Power of Non-Verbal Communication...p.26

B

- VI Finnish Business Ethics...p.32
- VII Spanish Culture and Its Specifics...p.40
- VIII Holidays and Celebrations in Turkish Culture...p.46
- IX Russian Business Culture...p.51
- X American Individualism and Japanese Team Working...p.57
- XI The potential of Polish Market and Polish Culture...p.62
- XII Revision – TEST YOURSELF...p.68