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|--|--------------------------------|------------------------------|
| <b>Study program: MAS Management in tourism</b>  |                                |                              |
| <b>Course title:</b> Intercultural Communication   |                                |                              |
| <b>Professors:</b> Aleksandra S. Dragin, Sanja Kovačić, Tamara Jovanović   |                                |                              |
| <b>Course status:</b> elective (module: Event management in tourism)   |                                |                              |
| <b>Бпој ЕЦИБ: 6</b>  |                                |                              |
| <b>Condition:</b> None   |                                |                              |
| <b>Aim of the course</b><br>Familiarization with the communicological aspects of tourism, specifically the analysis of tourism as a form of global intercultural and interpersonal communication. The aim is also to understand the specific characteristics of communication among different nations (cultures), in order to be better prepared for the tourism market.   |                                |                              |
| <b>Outcome of the course</b><br>Understanding the essence of intercultural communication and its specific characteristics. Mastery of communication theory, as well as interpersonal and intercultural communication skills in tourism. Acquiring knowledge about models of national cultural dimensions in the context of the tourism market, primarily in shaping the offer.   |                                |                              |
| <b>The content of the course</b><br><i>Theoretical lectures</i><br>The course is designed to present various topics in the field of intercultural communication in a highly applicable manner. It aims to introduce students to communication processes by exploring issues related to oral and written verbal communication, followed by paralinguistic and extralinguistic communication (as forms of non-verbal communication). It also addresses manipulation, as well as passive, aggressive, and assertive communication, along with other communication styles. All of this serves to guide students into the culture of communication. Culture, as a human product, is examined from the first chapter, where cultural variables and their manifestations are defined. Certain units are dedicated to the topic of national cultural dimensions and how they cause specific communication patterns among different nations. In this context, the course provides students with knowledge about marketing communications with various cultures, respecting their specificities as interpreted through the dimensions of national culture.<br><br><i>Practical lectures</i><br>Identifying different communication styles in relation to affiliation with specific national cultures. Practicing the effective application of various communication styles in organizational settings. Participation in “World Café” and other workshops on intercultural communication. Preparation of a seminar paper. |                                |                              |
| <b>Literature</b><br><b>Primary literature:</b><br>1. Ahrndt, S. (2020). <i>Intercultural communication</i> . University of Missouri, Open Educational Resources Collection St. Louis, University of Missouri, St. Louis.<br>2. Baldwin, J. R., González, A., Brock, N., Xie, M., & Chao, C. C. (2014). <i>Intercultural communication for everyday life</i> . John Wiley & Sons. ISBN 978-1-4443-3236-0<br><b>Additional literature:</b><br>3. Jackson, J. (2014). <i>Introducing language and intercultural communication</i> . Routledge. ISBN: 978-0-415-60198-6<br>4. Thomas, A., Kinast, E. U., & Schroll-Machl, S. (2010). <i>Handbook of intercultural communication and cooperation: Basics and areas of application</i> . ISBN 978-3-525-49062-4   |                                |                              |
| <b>Number of hours of active teaching:</b> 3   | <b>Theoretical lectures:</b> 2 | <b>Practical lectures:</b> 1 |
| <b>Teaching methods</b>  |                                |                              |

Frontal and indirect forms of teaching, as well as specific types of work. Methods include oral presentation, discussion method, illustrative-demonstrative method, case analysis and simulation. Lectures are combined with communicative and interactive exercises and students are expected to actively participate in classes and engage in critical thinking through discussion.

**Assessment of knowledge (maximum score: 100 credits)**

| <b>Pre-exam obligations</b>                     | Number of credits | <b>Final exam</b> | Number of credits |
|---|-------------------|-------------------|-------------------|
| Activity during lectures                        | <b>0-5</b>        | Written exam      |                   |
| Activities during exercises / practical classes | <b>0-5</b>        | Oral exam         | <b>30-45</b>      |
| Colloquium                                      | <b>20-40</b>      | .....             |                   |
| Seminar paper                                   | <b>0-5</b>        |                   |                   |