АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ

_____МЕЖКУЛЬТУРНЫЕ АСПЕКТЫ КОРПОРАТИВНОЙ КОММУНИКАЦИИ _____

(НАИМЕНОВАНИЕ ДИСЦИПЛИНЫ)

Направление подготовки (специальность)	44.04.01 Педагогическое образование
Направленность (профиль) подготовки	Иностранные языки и межкультурная коммуникация (на английском языке)
Цель освоения дисциплины	изучение особенностей корпоративного дискурса в условиях кросскультурного и поликультурного взаимодействия. В рамах курса изучаются основные психологические и культурные модели, описывающие особенности межкультурной бизнес-коммуникации.
Общая трудоемкость дисциплины	2 зачетные единицы, 72 часа
Форма промежуточной аттестации	зачет
Краткое содержание дисциплины:	The relationship between organizational Culture and national culture. Categorisation of cultures by Trompenaars. Universalism versus particularism (rules versus relationships). Communitarianism versus individualism (the group versus the individual). Neutral versus emotional (the range of feelings expressed). Diffuse versus specific (the range of involvement). Achievement versus ascription (how status is accorded). Sequential Time Versus Synchronous Time (How People Manage Time) Internal Control Versus External Control (How People Relate to Their Environment) Cross-cultural models of organization. The degree of centralization of control and the distance of power (preference in solving the dilemma: hierarchy - egalitarianism); - the degree of formalization of management functions (formal versus informal structure); - target orientation of the activity (orientation towards personality and interpersonal relations - towards solving problems and achieving goals). Types of different corporate cultures by Trompenaars and Hampeden-Turner. The guided missile. The Eiffel Tower. The family. The incubator. Managing and Communicating Cultural Diversity. Communication activity in organization. External communication. Internal communication. Marketing

communications. Typical Placement of Communications Functions in a Complex Nonprofit Organization. Islands of Communication. The communicator as performance consultant.

Crisis communication. The effect of emotion on crisis communication. Corporate Social Responsibility Plan. Cultural Due Diligence. Cultural integration planning.

Cultural diversity management. Содержание темы. Positive Corporate Image. Diversity and Cost Control. Women and Diversity. Ethnic Minorities. Ethics and Diversity. Implementing and communicating diversity initiatives. Improving relationships between managers and their teams.

Conflict Management and Resolution in Intercultural Business Environment. The Nature of Conflict and Conflict Escalation The definition of conflict, conflict's functions and their dual character. Positive and negative effects of conflict.

The role of culture in conflict resolution. Key forms of intervention in conflict management: negotiation and mediation. Types and styles of negotiations, the influence of national, cultural and personal factors on the negotiation process. The concept of mediation, its principles, rules, and types (in particular party-directed mediation). Ethical problems of mediation.

Online disputes distinctive characteristics, such as projections, the "disinhibition effect", and the 'paradox' of online communication. Online conflicts resolution strategies. Objective and subjective conflict source's drivers and conflict's process and dynamics. "The circle of conflict" theory by Daniel Katz. Conditions of conflict prevention and technology of conflict prevention.

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