



POLYTECH

Peter the Great
St. Petersburg Polytechnic
University

Syllabus of the course

“International communication in Russian Business Environment”

Course description

The course focuses on building knowledge and skills to enhance your ability to learn and practice communication in different cultural environments with the focus on Russian business sphere.

You will look into the differences in norms and patterns of behavior that Russian people practice and research if this knowledge can make your communication with Russian partners more effective in culturally diverse and collaborative contexts.

You will explore the notion of *intercultural communication*, basic concepts of *culture* and *communication*, *verbal and non-verbal* communication patterns with Russian culture in focus.

Besides discussion on traditional Intercultural communication theories, like Cultural Dimensions of Edward Hall, Geert Hofstede, GLOBE and Communication Accommodation Theory of Howard Giles, Face-Negotiation Theory of Stella Ting-Toomey, you will also reflect on how these theories can be adapted and used not only in business situations but also in everyday contexts.

Course content:

- Basic theories on Communication, Culture and their practical application to Russian culture
- Cultural Values, Language
- Verbal and Nonverbal Communication Patterns in Russian business environment

Course outcomes:

- To understand cultural considerations involved into business communication patterns in Russia
- To develop culture-learning strategies for social relations, developing competence in communicating with Russian people
- To analyze cultural incidents and learn strategies for critiquing them and adapting to your personal future experiences
- To construct arguments that appeal to diverse cultural audiences which will be based upon multiple research strategies, including original, textual, internet research along with practical skills of being in a different intercultural environment in Russia
- To understand ethical considerations involved in business communication in Russia

Teaching Methods

Each class we discuss theories and develop practical skills while analyzing critical incidents and doing different training exercises. All critical incidents are based on practical experiences.

Assessment Methods:

- Attendance of classes - 25%;
- Performance during classes - 25% - during classes we experiment with various verbal and nonverbal patterns and compare them with other cultures. It requires class participation;
- Essay (at the end of the program) - 50%. The final essay is purposed to test theories and associate them with your new experience and knowledge of Russian business environment received during your internship.