

<b>Course Title</b>	Cultural Understanding & Etiquette						
<b>Course Code</b>	TSOC – 230						
<b>Course Type</b>	This course serves as both Elective and Requirement, according to the program. <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>					All Programs	General Elective
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<b>Level</b>	Diploma (Short Cycle)						
<b>Year / Semester</b>	Year 2, A' Semester						
<b>Teacher's Name</b>	Dr Andreas Karyos						
<b>ECTS</b>	5	<b>Lectures / week</b>	3	<b>Laboratories / week</b>			
<b>Course Purpose and Objectives</b>	<p>The course examines the effect of cultural differences in business and negotiation in the global context. Students are exposed to issues and problems that arise in international business when managers have to deal with culturally determined differences in values, attitudes and behaviors. The course assists students in developing cross-cultural understanding and communication competence and management and negotiation skills to successfully solve problems and capitalize on opportunities in a multicultural environment. Also, students will have an opportunity to study principles of hospitality etiquette as a mean to improve service and cultural management effectiveness.</p> <p>Students are expected to:</p> <ul style="list-style-type: none"> <li>• Understand the theories that explain similarities and variations in business behavior across national cultural boundaries.</li> <li>• Incorporate an understanding of cultural differences into business communication practices, negotiation strategies and behaviors, conflict management strategies, team management and motivation techniques when dealing with culturally different others.</li> <li>• Apply appropriate cultural theory to solve international business challenges or issues and implement an etiquette in guest service.</li> </ul>						
<b>Learning Outcomes</b>	<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> <li>• Provide you with a sufficient knowledge and understanding of the socio-cultural dimensions and its implications for communication and management differences across cultures;</li> </ul>						

	<ul style="list-style-type: none"> <li>• Gain sound perspectives on competent practice in communicating and managing within a culturally diverse context;</li> <li>• Discuss procedures and techniques for dealing with guest issues;</li> <li>• Identify and discuss techniques for dealing with special circumstances relating to proper etiquette and guest service</li> </ul>		
<b>Prerequisites</b>	Sophomore	<b>Required</b>	
<b>Course Content</b>	<ul style="list-style-type: none"> <li>• Determinants of culture / values</li> <li>• Western business cultures</li> <li>• Asian, African and Middle Eastern cultures</li> <li>• Cultural dilemmas</li> <li>• Culture and management style</li> <li>• Business communications, barriers and negotiations</li> <li>• Conflict and cultural differences</li> <li>• Cultural integration</li> <li>• Global manager</li> <li>• Business protocol / professional conduct / etiquette in communication</li> <li>• General manners and etiquette habits in guest service</li> <li>• Procedures and techniques for dealing with guests' issues and special circumstances</li> </ul>		
<b>Teaching Methodology</b>	The course is delivered through lectures, demonstrations, and group discussions.		
<b>Mode of delivery</b>	Face to face.		
<b>Bibliography</b>	<b>Required</b>		
	Thomas, D., & Inkson, K. (2021). Cross-Cultural Management: An Introduction 1st ed. USA, NY: SAGE Publications, Inc. ISBN-13: 978-1071800027.		
	<b>Recommended</b>		
	Hays-Thomas, R. (2022). Managing Workplace Diversity, Equity, and Inclusion 2nd ed. USA, NY: Routledge. ISBN-13: 978-0367407490.		

<b>Assessment</b>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="512 288 1364 557"> <tr> <td data-bbox="512 288 938 360">30 – 50 %</td> <td data-bbox="938 288 1364 360">Final Exam</td> </tr> <tr> <td data-bbox="512 360 938 432">20 – 40 %</td> <td data-bbox="938 360 1364 432">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td data-bbox="512 432 938 504">10 – 30 %</td> <td data-bbox="938 432 1364 504">Assignments / Projects</td> </tr> <tr> <td data-bbox="512 504 938 557">0 – 10 %</td> <td data-bbox="938 504 1364 557">Class Attendance &amp; Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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<b>Language</b>	English								