

## INTRODUCTION TO INTERCULTURAL COMMUNICATION

**Diploma:** / Master Behavioral and Digital Economics for Effective Management, 2<sup>nd</sup> year

**Description:** This is an introductory course designed to make students familiar with the cultural underpinnings of communication and behavior more generally. The subject is approached from a theoretical point of view, discussing the work of well-known authors from the field of intercultural communication, while also applying their approaches to everyday experiences and anecdotes.

Hours: 12

ECTS: 3

Level: beginners

Code UE (to mark on the learning agreement): 5-3M1IMBS3CS1