Universidad de Navarra

Intercultural Communication

Teaching guide 2026-27

INTRODUCTION

- **Description:** This is a 3 ECTS elective subject for students of the School of Communication, the School of Law (International Relations) and all those with an interest in exploring challenges and practices in intercultural communication. The subject is designed to foster intercultural sensitivity and competence in order to facilitate more successful interactions in increasingly diverse academic and professional environments. The subject also encourages the analysis and practice of such transversal skills as critical and creative thinking and constructive problem solving, especially in business contexts.
- **Course title:** Intercultural Communication
- **Degrees:** Audiovisual Communication. Journalism. Economics. International Relations. Marketing. Visiting students.
- **Department:** Instituto de Idiomas / Institute of Modern Languages
- **Type of course:** Elective subject
- **Module/Subject:**
  - Audiovisual Communication. Module VI. Subject 1. Elective Courses.
  - Marketing. Module VII. Subject 1. Elective Courses.
  - Journalism. Module V. Subject 1. Elective Courses.
- **Language of tuition:** English
- **Requirements:** Level B2 English (e.g. Cambridge English: First, TOEFL iBT 75+, or equivalent)
- **Number of credits:** 3 ECTS
- **Duration:** Semester II
- **Academic year:** 2026–2027
- **Duration:** One semester
- **Timetable:** Thursday, 15:30–17:00
- **Room:** Seminario 15, Edificio Amigos
- **Teacher:** Cóilín Ó hAodha (cohaodha@unav.es)

LEARNING OUTCOMES (Competencies)

Citing the officially approved syllabus for these degree programs, the competences covered by this subject are presented in Spanish:

School of Communication

- *CB4: Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no.*
- *CB5: Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía.*
- *CG1 (Periodismo). Expresar conocimientos e ideas de manera oral y escrita, con rigor, orden y creatividad con el fin de divulgar conocimiento a la sociedad.*
- *CG1 (Comunicación Audiovisual). Expresar conocimientos e ideas de manera oral y escrita con corrección.*
- *CG6. Expresar con fluidez y eficacia comunicativa de manera oral y escrita, sabiendo aprovechar los recursos lingüísticos y literarios que sean más adecuados.*

School of Law

- *CB4: Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no.*
- *CG02: Negociar, mediar, persuadir y comunicar con firmeza en el ámbito de las relaciones internacionales.*
- *CG05: Saber expresarse oralmente de manera correcta y adecuada sobre temas internacionales.*

- *CE01: Conocer los conceptos y técnicas aplicadas al análisis de los actores y relaciones internacionales*

PROGRAM

The subject follows an interactive, project-oriented approach. Successful performance depends on personal initiative and a capacity to engage in productive teamwork and enabling class participation. The subject is structured around the following topics:

- Intercultural communication and competence: definitions
- What is a global mindset? Introducing Hofstede's cultural dimensions
- Power Distance - hierarchy / egalitarianism
- Group Focus – individualism / collectivism
- Uncertainty Avoidance – risk / stability
- Time Orientation – short term / long term
- Feminine /Masculine – trust / deal
- Indulgence / Restraint – freedom / regulation

LEARNING ACTIVITIES

In addition to presenting key ideas in the field (global mindset, power distance, uncertainty avoidance, etc.), our classes, project work and personal study include the following:

Case studies

- Wal-Mart: from the US to Germany
- Sigma Six in Italy
- Keep good time, keep your job
- A Dutchwoman in China

Practical communication skills

- Effective cross-cultural communication
- Strategies for communication in meetings
- Keeping projects on track
- A question of time (communication issues, intercultural skills)
- Understanding team styles: graphing team dynamics

Selected reading from Meyer, Erin: *The Culture Map: Decoding how People Think, Lead and Get Things Done across Cultures*, Public Affairs, New York (2015)

ASSESSMENT

ORDINARY EXAM SITTING

The evaluation of this subject is distributed as follows:

- Continuous assessment: 70%
- Final examination: 30%

- **Task 1:** Corporate Communications Protocol (internal communication: 1,000 words, 40%). Draft an internal communications protocol that will enable representatives of three companies in different cultural contexts to work together effectively on a shared project.
- **Task 2:** Corporate Social Responsibility Initiative (external communication: oral presentation, 8-10 minutes, 30%).Propose a CSR initiative for a company locating to

a new cultural context, showing the alignment between corporate values and community interests, as well as the potential (direct and indirect) benefits for the company.

- **Task 3:** Final exam on course contents (MCQ and Short-answer Questions, 20%), and Individual Learning Reflection Task (300 words, 10%). Discuss how your experience in relation to some of the key issues explored in this subject may contributeto your future academic and professional performance.

RE-SIT EXAM

- Written Examination (100%)

OFFICE HOURS

Office hours: By appointment.

Cóilín Ó hAodha (cohaodha@unav.es)

BIBLIOGRAPHY & RESOURCES

Course resources will be made available via ADI during the semester

Meyer, Erin: *The Culture Map: Decoding how People Think, Lead and Get Things Done across Cultures*, Public Affairs, New York (2015) Localízalo en la Biblioteca