

Course title Cultural Intelligence (in English)

Course code Citi4004

Credit points 2

ECTS creditpoints 3

Total Contact Hours

Date of course confirmation 14/01/2016

Responsible Unit

Ginta Majore

Selga Goldmane

Baiba Pāvule-Malnača

Course abstract

The course objective is to develop the students' presentation skills, both in written and verbal form. The course content is aimed at instilling knowledge about ways to formulate effective communication in terms of form and content for use in IT applications. Themes covered include developing an appreciation for colour, form and structure, taking into account cross-cultural considerations.

Teaching methods: Lectures, workshops, seminars, practical exercise, course project

Learning outcomes

Upon successful completion of the course, students will be able to structure and present an appropriate and specific IT solution tailored to the target audience and their cultural context. The course will also provide the required skills to collaborate on projects in a multi-cultural setting.

Requirements for awarding credit points

Students must complete all of the course assessments.

- Students are required to observe the ethical principles and academic institution rules of Vidzeme University of Applied sciences.

Final examination: final presentation

Final assessment consists of:

- 70% of the final grade is made up of semester work
- 30% of the final grade is the examination score

Course content

- 1.Understanding culture
- 2.Introduction to the cross-culture communication. Invisible and visible culture.
- 3.Presentation development. Rules, applications, methods.
- 4.Graphic design,
- 5.Pictures
- 6.Colours
- 7.Text
- 8.Online tools for image development
- 9.Online tools for video development
- 10.Blog development 11.Presentation skills, public speech

#### Compulsory reading

Kursā tiek izmantoti lekciju konspekti un papildu literatūra zināšanu padziļinātai apguvei.

#### Further reading

- 1.Duane Elmers. Cross-Cultural connections. Illinois 2002
- 2.Craig Storti. Cross-Cultural dialogs. Boston.1994
- 3.David C. Thomas and Kerr Ilkson. Cultural Intelligence. San Francisco. 2003 4.Elizabete Ozola. Krāsa uztvere un iedarbība. Rīga.2006