

<b>Study Course Title</b>	<b>Sales skills and Intercultural Communication</b>
<b>Study Course Code</b>	EkonB194
<b>Branch of Science</b>	Economics and business
<b>Sub-branch of science</b>	Other sub- branches of economics and business
<b>Credits (ECTS)</b>	<b>3</b>
<b>Total Number of Contact Hours</b>	<b>30</b>
<b>Number of Lecture Hours</b>	8
<b>Number of Seminar and Practical Assignment Hours</b>	22
<b>Number of Hours for Laboratory Assignments</b>	0
<b>Independent Study Hours</b>	<b>45</b>
<b>Language of Instruction</b>	Latvian and English
<b>Course Approval Date</b>	18.09.2025
<b>Responsible Unit</b>	BA School of Business and Finance of the University of Latvia

#### **Course Developer**

Dr. oec., Jānis Strautmanis

#### **Prerequisite Knowledge**

Prerequisite knowledge required for the acquisition of the course corresponds to the study programme admission requirements and the general knowledge, skills and competences obtained at the previous level of education.

#### **Study Course Abstract**

The study course provides the knowledge to learn about one's own and other cultures. The acquired knowledge helps to develop a deeper understanding of the necessity, nature and barriers of intercultural communication in the international business environment. Students learn it as well as develop the ability to analyse, understand and predict behaviour and actions in real situations in the global business environment, develop skills on how to prepare for negotiations with a client, how to manage a variety of negotiation situations, how to better present products or services and what communication techniques to use to find the right solution in negotiations with a client.

The study course aims to provide the knowledge and skills necessary to learn about one's own and other cultures, to develop an in-depth understanding of the necessity, nature, and barriers of intercultural communication in international business.

#### **Course Plan Full-time Regular Studies**

- 1.The nature of intercultural communication, and the factors that form culture. 2L 2S
- 2.Barriers to intercultural communication, insight into the theory of intercultural communication, classification and characteristics of cultures. 4S
3. Non-verbal and verbal communication styles, cultural factors and their impact on business situations. 4S
- 4.Types of business relationships and comparison and analysis of different cultures. 2L 2S
- 5.The nature, goals and organisation of sales promotion. 2L 2S
- 6.Identifying customer needs. Methods of asking questions. 4S
- 7.The image of a salesperson, its

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identification and creation. Sales team.  
Types of salespeople. 2S  
8.Sales management: Sales process,  
measuring results. 2L 2S  
Total 8L 22S

### **Characterization of students' independent work organization and tasks**

The student prepares for seminars, completes independent and group work, and prepares presentations on the results of research conducted within the framework of independent and group work.

### **Learning Outcomes**

Knowledge:

- 1.Knows the values of different cultures and their impact on intercultural communication and building business relationships.
- 2.Knows intercultural adaptation actions and cooperation strategies.

Skills:

- 3.Able to conduct sales negotiations professionally and work rationally with customer objections.
- 4.Able to find an acceptable solution to problems for all negotiating partners.

Competence:

- 5.Able to understand and predict the behaviour and actions of other cultures in business situations.
- 6.Able to develop intercultural adaptation actions when working in an international, multicultural environment.
- 7.Able to work in a team to achieve sales results.
- 8.Able to determine the most appropriate sales promotion methods according to market characteristics and business models.

### **Requirements for Awarding Credits**

Mid-term Assessments:

1. Independent work. The test is graded on a 10-point scale. Weighting in the total assessment – 40%
2. Oral presentation. The test is graded on a 10-point scale. Weighting in the total evaluation – 40%

Final Assessment:

3. Exam - The test is graded on a 10-point scale. Weighting in the overall grade – 20%

### **Criteria for Evaluating Learning Outcomes**

In accordance with Regulations of the Cabinet of Ministers of the Republic of Latvia, at the end of the course, students' knowledge is evaluated according to the following criteria: the amount and the quality of the obtained knowledge, acquired skills and competence in compliance with the planned learning outcomes.

Type of Assessment	Learning Outcomes							
	1	2	3	4	5	6	7	8
1.Oral presentation	+	+	+	+	+	+	+	+
2.Independent work	+	+	+	+	+	+	+	+
3.Exam	+	+	+	+	+	+	+	+

### **Compulsory Reading List**

- 1.Berardo K., Deardoff K. (2012), Building Cultural Competence, Stylus Publishing
- 2.Comfort J., Franklin P. (2014), The Mindful International Manager, Kogan page
- 3.Gibson, R. (2002), Intercultural Business Communication, Oxford University Press
- 4.Hofstede G. J. (2005), Cultures and Organizations, second edit., McGraw-Hill
- 5.Lewis R.D. (2006), When Cultures Collide, third edit., Nicholas Brealey Publishing
- 6.Adamson, B., Dixon, M. (2011), The Challenger Sale: How to Take Control of the Customer Conversation, Penguin Group, New York

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7. Cialdini, R., (2009), *Influence: The Psychology of Persuasion*, Harper Collins, New York
8. Rackham, N. (2016), *The SPIN Selling*, Routledge, New York

Plagiarism and other academic misconducts are not permitted within the course please refer to the Regulations for Academic Integrity at the University of Latvia. Within this course, the use of generative artificial intelligence (AI) tools is allowed in exceptional cases, if it has been specified and authorised in writing by the instructor of this course. In all other cases, submission of materials generated by the AI (text, images, audio, video, etc.) in independent and group assignments, test, examination or any other assessment is not permitted, submission of this type of material will be considered an unauthorised use of aids.