

DEVELOPING HUMAN CAPITAL THROUGH INTERCULTURAL COMMUNICATION COMPETENCES

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Abstract:

This paper presents an example of developing intercultural communication competencies through student-centered learning introduced as part of a course in Intercultural Business Communication at a Business school in the Czech Republic.

Knowing how to navigate cultural differences is an increasingly valuable skill for students, which in the future makes them valuable employees and leaders. Therefore, the focus of the course was placed on the challenges that companies face in the global landscape in order to deepen intercultural communication strategies used to effectively develop and manage workforce in a culturally and geographically diverse environment.

Over a period of three years (2018 - 2020), data from three cohorts of students were collected. In order to assess the impact of the approach in question, both quantitative and qualitative methods of data collection and analysis were employed. In addition, student feedback mapping the impact of the course on ability to become a better communicator in intercultural situations was collected, transcribed, coded and evaluated.

Based on the data results, this paper argues that tertiary educational institutions should adopt methods of preparing students for both the opportunities as well as challenges of the 21st century global workplace by deepening students' knowledge, skills and competencies so that they are able to successfully communicate across cultures in a time of globalization and rapid change.

Keywords:

Intercultural communication, human capital development, human resources management, diversity management, student-centered learning.