

## **Intercultural Business Communication**

<b>MODULE CODE</b>	<b>LE2003</b> <b>[IBAM Level 2: Module 1; home students]</b>
<b>MODULE CREDIT</b>	<b>10 credits</b>
<b>STAFF RESPONSIBLE</b>	<b>Claire Richardson</b>
<b>PRE-REQUISITES</b>	<b>No specific subject pre-requisites</b>

### **LEARNING OUTCOMES**

By the end of this module, students will be able, within an international business context, to:

#### Knowledge and understanding:

- Define what they understand by the term culture and how culture affects organisations
- Recognise the extent to which culture affects the way they view themselves
- Show their understanding of other cultures

#### Cognitive skills:

- Analyse and synthesise primary and secondary sources of data
- Use recognised models and theories to analyse different dimensions/aspects of culture

#### Subject-specific skills including practical/professional skills:

- Discuss a number of theories of intercultural communication, for example, CAT (Communication Accommodation Theory) and AUM (Anxiety/Uncertainty Management Theory)
- Discuss a number of barriers to intercultural communication including stereotyping, prejudice and culture shock
- Describe a number of features of non-verbal communication and how they contribute to communication
- Describe how the status and language of women varies according to culture
- Demonstrate knowledge of a range of skills for dealing with diversity in the workplace

### Transferable skills:

- have developed team working skills
- have developed research skills

### **INTERNATIONAL DIMENSIONS**

The module is designed to help students with native or near-native proficiency in English to become aware of the role played by cultural factors in business communications both within and outside the workplace, and to develop the necessary skills to participate successfully in various forms of intercultural business communication.

### **CORPORATE CONNECTIONS**

The module is concerned with the development of students studying business in an international context. This is achieved through the medium of practical exercises based on authentic examples of intercultural business communication.

### **CONTENT**

The following topics will be covered, with an international business perspective:

- 1 What is culture and how can it be defined?
- 2 How culture can be explored and categorised
- 3 How cultures differ and why
- 4 Barriers to intercultural communication: stereotyping, prejudice and culture shock
- 5 Non-verbal communication
- 6 Theories of intercultural communication: CAT (Communication Accommodation Theory) and AUM (Anxiety/Uncertainty Management Theory)
- 7 Gender in the workplace
- 8 Working with diversity in multicultural/transnational teams
- 9 Case studies: Europe and the Americas
- 10 Case studies: Asia and Africa

### **METHODS OF TEACHING AND LEARNING**

A variety of teaching and learning methods are employed with an emphasis on interactive lectures and workshop style activities such as pair and group work. Students will be asked to prepare case study analyses and presentations and ask and answer questions based on these. Students will also be expected to undertake preparatory reading for lectures and workshops.

As detailed below, assessment is by presentation and written assignment.

In conducting their research for assignments, presentations and workshops, students will be encouraged to search the literature and other references in the library or elsewhere relating to material relevant to the module.

Lectures and workshops	20 hours
Workshop preparation and reading	35 hours
Preparation and assessed presentation	20 hours
Research and writing for assessed written assignment	25 hours
Total learning hours	100 hours

## **METHOD OF ASSESSMENT**

Presentation 50%

[in class, in week 6: 5 minutes per individual; students will present a case study which highlights aspects of cross-cultural communication]

Written assignment 50%

[Research project by candidate number: 3000-3500 words, to be submitted by Friday at 12 noon at the end of week 12; the assignment will require students to demonstrate an understanding of the applicability of cross-cultural knowledge in the world of international business]

One or two of the assessed presentations will be recorded for moderation by the external examiner.

## **CORE TEXTS**

Chaney, L.H. & Martin, J.S. 2007. *Intercultural Business Communication* (4<sup>th</sup> Edn). New Jersey: Pearson Prentice Hall.

Jandt, F.E. *An Introduction to Intercultural Communication: Identities in a Global Community* (5<sup>th</sup> Edn). Thousand Oaks: Sage.

Lewis, R.D. 2004. *When Cultures Collide: Managing Successfully Across Cultures*. London: Nicholas Brealey.

Schneider, S.C. & Barsoux, J-L. 2003. *Managing Across Cultures* (2<sup>nd</sup> Edn). Harlow: Financial Times, Prentice Hall.

## **FURTHER READING**

Guirdham, M. 2005. *Communicating Across Cultures at Work* (2<sup>nd</sup> Edn). Basingstoke: Palgrave Macmillan.

Hofstede, G. 2001. *Culture's Consequences: Comparing Values, Behaviours, Institutions and Organisations Across Nations* (2<sup>nd</sup> Edn). Thousand Oaks: Sage.