

Intercultural Communication

Course Title	Intercultural Communication		
Course Code	BUS250B	Course Type	Required Course
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	30	To build Global Managers who can build organizations by leveraging talent from across the globe
2. Asian Expertise	20	
3. Creative Management Mind	10	
4. Cross Cultural Communication	30	
5. Social Responsibility	10	

Course Description

In order to be effective in increasingly multicultural environments, it is essential to be aware of cultural beliefs and values that inform behavior and practices. This course will expose students to the basic theories of intercultural communication, through which they will gain deeper insight into themselves as cultural beings and become familiar with some of the differences and similarities they may encounter in business and personal relationships within and across cultures.

Learning and Teaching Structure

Global managers need specific human capital related to cross-cultural competence. This course will focus on developing intercultural human capital through experiential learning, based on the most recent research. Personal growth will come from lectures, in-class exercises, outside exercises, acquiring knowledge and tools in lectures, and reflection. In order to recognize different learning styles, teaching will employ verbal, visual, reading and writing, and participation.

Cross-Cultural Human Capital is based on competencies in CQ, general communications skills, and Cross-cultural human capital, all built on a foundation of ethics, represented by a model inspired by the Swanson HRD model (2009). All activities and assignments in the class are designed to build these competencies

Assessment	%	Text and Materials
Attendance	20	This course will not use a textbook. Each week, a new article or case study will be distributed for students to read and discuss in class
Examinations	40	
Reflective Practice	10	
Individual Presentation	20	
Participation Practice (in class)	10	

Course content by Week

1	Introductions to the course, Pre-test and Personal goals
2-3	Self-awareness and Communications theory
4-	Local Identity and Introduction to CQ
6	Intra-regional Differences, Ethnography and Reflexivity
7	Creativity and Synergy, Openness and Hostility
8	Mid-term exam
9-10	Cross-cultural Team Building, Organizational Culture, Ethnography and Reflexivity
11-12	Ethics, Diversity, Knowledge and Competency Integration
13-14	International Negotiations
15	Post-test and Final Exam