

CROSS-CULTURAL COMPETENCE IN INTERNATIONAL BUSINESS (= CULTURE & COMMUNICATION & BUSINESS) 5 ECTS

04ENG210 CROSS-CULTURAL COMPETENCE IN INTERNATIONAL BUSINESS 5 ECTS (This is the same course as 04ENG205 CULTURE & COMMUNICATION & BUSINESS 5 ECTS)

Learning objectives

The student will

- become aware of and understand how a country's culture will influence national and individual mode of thinking, behaving, and communicating in different environments including the business environment
- understand the term 'culture' and become aware of the different definitions and concepts behind the term
- understand and appreciate the underlying and defining reasons behind cultural differences
- become aware of the cultural differences in various parts of the world and understand how these distinctions and special characteristics influence each culture's national mode of thinking and influence the ways in which people interact and communicate individually and in the business world
- be provided a comprehensive and up-to-date overview of the cultures, customs, and economies of selected countries and regions in the world
- understand all of the above in relation to their own individual self

Contents

Understanding culture (definitions, national/individual culture, culture iceberg/visible/invisible characteristics). Reactions to other cultures (ethnocentrism, stereotypes, perceptions, xenophobia). Culture gurus: Hofstede, Trompenaars, Hall, Lewis, and GLOBE. Communication and intercultural communication in the business world. Culture and business: etiquette, taboos, dos and don'ts. Country presentations. Group discussions/debates.

Prerequisites

01ENG Englannin kieli ja viestintä (Business English Basics) 3 ECTS, 04ENG503 Presentation Skills 3 ECTS/04ENG201 Business Presentation Skills 5 ECTS, for second- and third year students.

Assessment and evaluation

Compulsory attendance, active participation, all course work/assignments, reflective essay, final project/presentation.

Evaluation: pass/fail or 1-5.

Materials

Reppu, materials provided by the lecturer.