



Course syllabus

School of Business and Economics
Department of Marketing and Tourism Studies

1FE421 Interkulturell kommunikation i företagande, 7,5
högskolepoäng

Cross-cultural Communication in Business, 7.5 credits

Main field of study

Business Administration

Subject

Business Administration

Level

First cycle

Progression

G1N

Date of Ratification

Approved 2018-12-13.

Revised 2026-02-02. Examination, type of instructions and the prerequisite requirement has been supplemented with subjects according to GY25.

The course syllabus is valid from autumn semester 2026.

Prerequisites

General entry requirements

You also need:

Mathematics 2a or 2b or 2c, Social sciences 1b or 1a1 +1a2 and English 6

Or:

Mathematics level 2a or level 2b or level 2c, Social sciences level 1b or level 1a1+1a2 and English level 2

Objectives

After completing this course the student should be able to:

- describe theoretical perspectives central to cross-cultural communication, and critically discuss how these perspectives influence our understanding of various forms of interaction in an international business environment
- explain how language and communication form our cultural identity, and analyse how this identity is expressed in a business context
- apply knowledge in cross-cultural communication to plan and evaluate business related activities in different cultural contexts

Content

The course covers the following areas and concepts:

- definitions of culture
- interaction in an multicultural business environment
- culture and business ethics
- communication processes
- business communication in an international environment
- language, identity and values
- cultural aspects of nonverbal communication

Type of Instruction

The teaching consists of lectures, literature studies, cases, role-play and presentations.

Examination

The course is assessed with the grades A, B, C, D, E or F.

The course is examined through written individual examination 4.5 credits and written group assignment orally presented 3 credits.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Required Reading and Additional Study Material

Required reading

Jackson, J. (2024). *Introducing language and intercultural communication*. (Third edition). Abingdon: Routledge. 400 pages.

Digital texts equivalent to 200 pages are provided by the teacher during the course.