



## 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 2025-02-17. Revision of set of examination and content.

The course syllabus is valid from autumn semester 2025.

**Prerequisites**

General entry requirements + Civics 1b/1a1 +1a2, Mathematics 2a/2b/2c and English 6, or the equivalent.

## 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 contains:

- 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, project work and cases.

## Examination

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

The course is examined through an individual written examination which is orally presented 6 credits and an individual written examination 1.5 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

Tuleja, Elizabeth A. *Intercultural Communication for Global Business: How Leaders Communicate for Success*. Routledge. Latest edition. About 334 pages.

Scientific articles. About 200 pages.