



## Course syllabus

School of Business and Economics  
Department of Marketing

1FE421 Interkulturell kommunikation i företagande, 7,5  
högskolepoäng

Cross-cultural Communication in Business, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

GIN

### **Date of Ratification**

Approved by School of Business and Economics 2018-12-13

The course syllabus is valid from autumn semester 2019

### **Prerequisites**

General entry requirements with exception for Swedish and Civics 1b / 1a1 +1a2, Mathematics 2a / 2b / 2c or Civics A, English B/6 or the equivalent, as well as Mathematics B (Fieldspecific entry requirements 4/A4) or the equivalent. Exception Swedish B.

## Objectives

After completed course the student is expected to 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
- doing business in "foreign" cultures
- ethnocentrism, stereotypes and racism

## Type of Instruction

The teaching consists of lectures, literature studies, project work, and cases. Compulsory elements, which are stated in the schedule, include project work.

## Examination

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

Examination carried out through individual written exams, written and oral presentations of project work and written reports.

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.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

## Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

## Required Reading and Additional Study Material

### Required Reading

Samovar, L. A., Porter, R. E. & McDaniel, E. R, *Communication Between Cultures*. Wadsworth Publishing. Latest edition. About 430 pages.

Scientific articles. About 200 pages.