



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE421 Interkulturell kommunikation i företagande, 7,5 högskolepoäng

1FE421 Cross-cultural Communication in Business, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2018-12-13

Revised 2022-12-05 by School of Business and Economics. Change of department. The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements + Civics 1b alt. Civics 1a1 +1a2, Mathematics 2a alt. Mathematics 2b alt. Mathematics 2c and English 6.

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
- doing business in "foreign" cultures
- ethnocentrism, stereotypes and racism

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, Fx or F.

The course is examined through an individual written exam and a project work.

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. 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 the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

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.