

## Course Syllabus

### **Communication in an Intercultural Business Environment 7.5 Credits\*, First Cycle**

#### **Learning Outcomes**

Upon completion of the course, students will be able to:

- Define and explain issues regarding cultural identity, cultural bias and cultural differences which can affect oral and written communication in intercultural business environments
- Explain and apply verbal and non verbal language and cultural aspects of communication which can affect work with intercultural groups, customers and colleagues
- Create intercultural presentations and texts taking into account audience, reader, structure and clarity
- Analyse and critically evaluate barriers to effective intercultural oral (both face to face and online) and written communication, and develop strategies to deal with these barriers
- Demonstrate fundamental skills in intercultural oral discussions and business style meetings by communicating clearly and effectively: i.e., be able to better analyse a communication situation and adapt their communication style and form as required by the situation
- Demonstrate practical skills in presentation technique in the form of both formal and semi formal presentations which are made suitable for diverse audiences
- Write clear, concise and correct business related texts taking into consideration intercultural aspects such as writing style, diverse readership, and formality

#### **Course Content**

This course is based on a variety of oral skills exercises regarding communication proficiency within an intercultural business environment, both face to face meetings and online. Students develop their business vocabulary during the seminar preparation work, the business style meetings and the seminar discussions, and in their preparation for a final presentation, which is based on self awareness exercises completed during the course.

Writing skills will be developed through background reading and a variety of exercises regarding the writing process, cultural considerations, formality, communication format, etc. The focus is on business writing throughout the course, which culminates in a final

business style report on the student's chosen case company , which is researched over a number of weeks via guidance topic areas.

### **Assessment**

All assessment is conducted in English.

- Assessment 1 – active seminar participation - 3 credits
- Assessment 2 - self-awareness exercises and presentation – 2,5 credits
- Assessment 3 – report – 2 credits.

### **Forms of Study**

Compulsory and interactive seminars and individual tutorials.

English is the language for all course work, material and instruction.

### **Grades**

The Swedish grades U–VG.

To pass the course with distinction (VG), students must attain VG in Assessment 1, and at least one further VG grade in either Assessment 2 or Assessment 3.

### **Prerequisites**

General entry requirements. No knowledge of Swedish is required

### **Other Information**

The seminars are interactive with much of the work being completed in small groups so that students can develop practical skills in intercultural interaction and communication, which will result in their increased confidence when presenting or writing within an intercultural business environment.

### **Subject:**

Business Administration and Management

### **Group of Subjects:**

Business Administration

### **Disciplinary Domain:**

Social Science, 100%

### **Progression Indicator:**

G1N



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Page 3(3)  
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**Approved:**

Approved 5 March 2020

Valid from 15 March 2020