

Intercultural Business Communication

Course Objective

The course is designed to help students understand the main cultural issues that must be taken into account when doing business in a multicultural setting. To this end, the course provides students with a basic understanding of the invisible cultural differences in values and norms, communication patterns, way of thinking, negotiation strategies and management styles. Besides this, this course prepares students to be ready for cultural differences or cultural conflicts they will encounter when working with people from different cultures in their future so that students will learn how to communicate with people from different countries, how to adapt to different cultural environments, how to do business in a new culture, how to avoid, diagnose and resolve cultural conflicts in the workplace. Therefore the major objective of this course is to develop students' intercultural communication competence, which is a required skill for all professionals in the 21st century.

This is a case and interaction - oriented course with examples and cases primarily from the instructor's hands-on experience as an intercultural researcher, trainer and consultant for global companies, like Media Markt failure in China, Best Buy failure in China, Geely-Volvo acquisition, Shanghai Auto acquisition of Korea Ssangyong motors, Lenovo- IBMPC acquisition, TCL acquisition failure, Daimler Chrysler acquisition, etc.

Required Course books

Intercultural Business Communication

Suggested Books:

Intercultural Communication in the Global Workplace by Iris Varner and Linda Beamer

Dynamics of Intercultural Communication: Carley Dodd

Intercultural Competence: Myron Lustig

Class Instruction and Requirements:

Students are expected to complete required readings, participate in discussion, and complete projects. Different views, comparative study or personal experience is highly valued.

For each class meeting, lectures only serve as an introduction to students' discussion and therefore students are expected to apply their understanding and learning into case study and role play.

Grading Scale:

Attendance	20
Participation	20
Project presentation	20

Schedule

Week 1

Introduction to the course

Learning how to adapt to a new culture

Understanding how cultural conflicts occur

Different Communication Style and different way of thinking

Hall's high cultural context and low cultural context

Week 2

Geely-Volvo acquisition: problems and solution

Discussion: What is the main problem Geely-Volvo is facing

Solution: What to be done right now

Week 3

Global Merger and Acquisition

Why most global mergers fail

Analyse pre-merger and post-merger

Cultural synergy in post-merger

Cross-border management

Discussion: What's wrong with them?

What is the solution?

Week 4

Understanding Cultural Differences (1)

Four Culture Dimensions

Week 5

Understanding Cultural Differences (2)

Monochronic / Polychronic Time Orientation

Different Ways of Thinking

Week 6

Chinese Culture: Face and People's behaviors

Guanxi and its business culture

Understand Chinese communication style in the workplace

Intercultural Conflicts Management

How intercultural conflicts occur

How to avoid and resolve them

Week 7

Verbal and Nonverbal Communication

Body Language/ Gestures

Conversational Distance

Week 8

Building global teamwork

Understand team and group and their cultures

Intercultural team and cultural differences

Intercultural negotiation and cultural differences

Week 9 Team project presentation

Week 10 Team project presentation