

University of International Business and Economics

Intercultural Business Communication

Instructor: [Dou Weilin]

I. Course Description

This course is an introductory to intercultural communication theory and its practical principles in Chinese business context. Lectures in this course will touch upon the following topics: cultural values and thought patterns; face value and relations; cultural influence on verbal and nonverbal communication; intercultural business negotiation; intercultural business writing, intercultural business etiquette and protocol, intercultural marketing and advertising, intercultural business ethics, intercultural business competence, etc. The course is integrative in approach and is given in English.

II. Course Goals and Outcomes

Course Goals:

The purpose of the course is to help students increase their cultural awareness and sensitivity by providing them with a basic framework they can use to identify and analyze cultural differences in business communication. It also intends to help students develop effective strategies in dealing with potential conflicts and improve their intercultural business communicative competence.

1. Learning Outcomes

By the end of the course, students should be able to

Define key terms in the study of intercultural communication,

Understand the importance and complexity involved in learning intercultural business communication,

Distinguish differences between traditional Chinese values and western ones,

Be aware of cultural influence on communication verbally and nonverbally, and

Apply basic theories into business practices especially in Chinese context.

Specific learning objectives for each chapter

Lecture 1 Introduction to Intercultural Communication

- Define intercultural communication and intercultural business communication.
- Understand the importance of intercultural business communication.
- Describe briefly the development of intercultural communication study and its application.
- Be aware of the complexity in learning intercultural business communication.

Lecture 2 Basic Communication Theory

- Understand the basics of communication
- Distinguish types of communication
- Define the term of communication
- Identify the components of communication
- Explain the process and models of communication
- Describe the characteristics of communication
- Understand the role of communication in business

Lecture 3 The nature of Culture

- Define the term of culture
- Identify the ingredients and functions of culture
- Describe the characteristics of culture
- Be aware of cultural differences

Lecture 4 Cultural Values

- Define the term of value.
- Understand that values form the core of culture.
- Be aware of the basic values of our own and of other cultures
- Appreciate how cultural differences in work related values shape behavior

Lecture 5 Verbal Communication

- See how language and culture are closely linked.
- Understand how culture influences verbal communication at lexical, pragmatic, discourse and stylistic levels, especially distinguish denotational and connotational meanings of words, linear and nonlinear language, deductive and inductive patterns,

and different pragmatic rules used in various speech acts.

Lecture 6 Non-verbal Communication

- Understand what non-verbal communication is and what function it serves.
- Specify the similarities and differences between verbal and nonverbal communication.
- Describe cultural rules governing body language, which includes posture, gesture, eye contact, facial expressions, body touch and smell.
- Understand how paralanguage affect successful messages in intercultural encounters.
- Appreciate how attitudes toward time, use of space and silence convey nonverbal messages in intercultural encounters.
- Gain an awareness that successful intercultural communication depends not only on what you say and the manner in which we say it, but also on the behavior we display

Lecture 7 Intercultural Business Writing

- Understand the importance of writing in international business communication.
- Explain why it's necessary to define your purpose, analyze your audience and choose the most appropriate channel when planning a message.
- Be aware of cultural impact on writing tones and styles in intercultural business writing.
- Know the conventions for writing international business messages in English.
- Understand cultural differences in format and layout of most common forms of business documents.

Lecture 8 Intercultural Business Etiquette and Protocol

- Understanding the importance of appropriate etiquette and protocol in intercultural business communication.
- Identify cultural differences in naming system and card exchange.
- Understand how cultural differences in dining practices may affect intercultural communication.
- Be familiar with cultural nuances of tipping.
- Understand how practices of giving gifts vary from culture to culture and the role of gift giving in establishing favorable intercultural relations.
- Learn the role that dress and appearance play in interacting with persons from other countries.
- Learn the importance of knowing about the customs associated with holidays and holy days of the country in which you are traveling or conducting business.

lecture 9 Intercultural Business Negotiation

- Define the intercultural negotiation process
- Distinguish between negotiation models
- Discuss ways in which cultural differences can impact international negotiations
- Understand conflict resolution in intercultural negotiations
- Recognize and use successful intercultural negotiation guidelines

Lecture 10 Cultural Considerations in

International Marketing Communication

- Understand the role that culture plays in international marketing
- Analyze consumer behavior in different cultures
- Gain insight into controversial issues of global marketing
- Consider the advertising creativity trends in China
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Lecture 11

Legal and Ethical Considerations in ICBC

- Understand the laws and ethics that are applied in ICBC
- Define business ethics and understand how ethics and laws relate.
- Realize that legal and ethical interpretations are influenced by culture.
- Discuss real-life ethical dilemmas faced by businesses of today.
- Explore major global legal and ethical issues in international business.
- Discuss how to incorporate ethics into intercultural business decisions and build ethical competence within the discipline of ICBC.

Lecture 12

The Consideration of Organizational Culture and Competence

in Intercultural Business Communication

- Understand the foundation of a organizational culture, and how it relate with its

- national culture
- Explain the general types of organizational culture and their implications for communication
- Compare the characteristics of a Chinese and an American organizational culture
- Discuss the importance of cultural synergy in an organizational culture
- Explore the potential improvements that can be made to the intercultural competencies of the future

2. Ways to Meet the Goals

Diversified methods of cross-cultural learning strategies to be adopted, including lectures, readings, class discussions, case studies, presentations, videos, team projects, and papers, etc. to invigorate the class, with the aid of multimedia.

III. Format and Class Policies.

The course will consist of ten topics, multimedia presentations, and class discussions that are thematically arranged according to specific subject areas. Each topic corresponds to the course lectures and out-of-class readings, which are both essential for adequate acquisition of the course content. Students are encouraged to read the required textbook assignments (preferably in advance), pay careful attention to the course lectures and multimedia presentations, take good class notes, attend classes regularly, and participate actively in the various organized class activities.

IV. Course Texts

1. Required Textbook(s)

Dou Weilin. Intercultural business Communication, Beijing: High Education Press, 2005.

2. Supplemental Readings

Linda Beamer and Iris Varner. Intercultural Communication in the Global Workplace, The McGraw-Hill Companies. Inc. 2001

Gao, G. and Ting-Toomey, S. Communicating Effectively with the Chinese. London: Sage. 1998.

V. Course Requirements and Grading Procedure.

Final paper 70%

Mid Term 20%

Attendance 10%

University Policy: You must be in class for at least 70% of the class or

you CAN NOT take the final exam!

Rules include, but are not limited to:

1. *Be on time*
2. *Be in class both mentally and physically*
 - i. *No cell phones - Power Off*
 - ii. *No headphones or ear pieces*
 - iii. *Be respectful of classmates and of teachers*
 - iv. *Laptops use is limited to this class*

Grading Scale

The work of students is evaluated and reported in terms of the following scoring scale:

A=92-100	A-=89-91	B+= 85-88	B=81-84	B-=77-80;
C+= 73-76	C=70-72	C-= 60-69	F=failure (below 60)	

VI. Academic Integrity

Students are responsible for knowing policy regarding academic honesty.

The University expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

VII. Weekly Work Schedule

This weekly work schedule also includes assignment due dates, exam dates, and date of final exam. The instructor reserves the right to change the schedule. Students will be advised in advance of any change. [*Retain this text*]

Wk	Weekly topic	Learning Outcomes						Required Readings	Assignments & Exams
		1	2	3	4	5	6		
1 3/18	<i>Introduction to intercultural business communication</i>	Learning outcome(s) intended to achieve						Required [text] Ch. #1	<i>papers, projects, exams, quizzes, homework, lab work, fieldwork, etc</i>
2 3/25	<i>Communication, Culture</i>							Required [text] Ch. #2	
3 4/8	<i>Cultural Values</i>							Required [text] Ch. # 2	
4 4/15	<i>Verbal Communication</i>							Required [text] Ch. # 3	
5 4/22	<i>Nonverbal Communication</i>							Required [text] Ch. # 3	
6 4/29	<i>Mid-term presentation</i>							Required [text] Ch. # 4	Group project
7 5/6	<i>Intercultural Business Writing</i>							Required [text] Ch. # 5	
8 5/13	<i>Intercultural business Etiquette & Protocol</i>							Required [text] Ch. # 6	
9 5/20	<i>Intercultural business negotiation</i>							Required [text] Ch. # 7	
10 5/27	<i>Intercultural marketing communication</i>							Required [text] Ch. # 8	
11 6/3	<i>Intercultural business ethics</i>							Required [text] Ch. # 9	

12 6/10	<i>Intercultural communication training</i>							<i>Required [text] Ch. # 10</i>	
13 6/17	<i>Final paper</i>							<i>Required [text] Ch. # 10</i>	<i>Case study</i>