

## COURSE DESCRIPTION

### COURSE DETAILS

Title: **CROSS-CULTURAL COMMUNICATION**

Code: 103120

Degree/Master: **MÁSTER UNIVERSITARIO EN COMERCIO EXTERIOR E INTERNACIONALIZACIÓN DE EMPRESAS**

Year: 1

ECTS Credits: 4

Classroom hours: 30

Face-to-face classroom percentage: 30%

Study hours: 70

Online platform:

### LECTURER INFORMATION

Name: RUIZ SANCHEZ, ANTONIO

Faculty: Facultad de Filosofía y Letras

Department: FILOLOGÍAS INGLESA Y ALEMANA

Area: FILOLOGÍA INGLESA

Office location: Filosofía y Letras

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### PREREQUISITES AND RECOMMENDATIONS

#### Prerequisites established in the study plan

None

#### Recommendations

Level B2 of English

### OBJECTIVES

"Communicating Across Cultures" is designed to help you meet the challenges of living in a world in which, increasingly, you will have to deal in business with people from different cultural backgrounds. This course examines the most significant issues relating to cross-cultural interaction: cultural values, verbal and non-verbal communications, business etiquette and social customs, in a multicultural and interactive classroom context.

### INTENDED LEARNING OUTCOMES

- CB7 To ensure that students know how to apply the knowledge gained and are able to problem solve in unfamiliar situations in a variety of multidisciplinary contexts within their field of study.
- CB8 To ensure that students are able to bring together their knowledge in order to make judgements in complex situations when faced with limited or incomplete information that includes observations on the social and ethical responsibilities linked to the application of their knowledge and judgement.
- CB9 To ensure that students are able to effectively communicate their conclusions and the reasons that underpin them to specialist and non-specialist audiences in a clear and unambiguous manner.
- CE3 To understand the opportunities and risks of carrying out international transactions.
- CE5 To take decisions taking into account numerous problems regarding the marketing and carrying out of the activity
- CE6 To tackle new subject material related to the Master from a rigorous methodological perspective.
- CE8 To reach an intermediate to high level of oral and written communication in the foreign language.



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CGE2	To encourage students in the following skills and abilities: analysis and synthesis, organization and planning, oral and written communication, problem solving, decision making, teamwork, critical thinking, autonomous learning, creativity, ability to apply theoretical knowledge in the practice, use of the Internet as a means of communication and as a source of information.
CGE3	To demonstrate a systematic understanding of the implications of internationalization and the mastery of research skills and methods related to said field.
CGE5	To know how to communicate with colleagues, the academic community and society as a whole, and with business professionals.
CGE6	To acquire intercultural orientation in its distinct levels (linguistic, economic and social), such that they may assimilate the opportunities and challenges which are presented by the markets, varying cultures, and legal frameworks.

## CONTENT

### 1. Theory contents

1. What is culture?. Cultural Values. The Role of Religion. Norms, rituals, and taboos of other culture
2. Language. Non-Verbal Communication.
3. Business Etiquette
4. Country Case: Japan
5. Country Case: China

### 2. Practical contents

1. Guest lecturers: Export Managers from different Andalusian companies
2. Practical seminars: debates on bibliography
3. Filed Trip: Dining Etiquette in China (practical seminar with chinese food)

## METHODOLOGY

### Clarifications

Attendance is required

### Face-to-face activities

Activity	Total
<i>Listening Activities</i>	2
<i>Reading Activities</i>	10
<i>Conference</i>	4
<i>Case study</i>	4
<i>Excursions</i>	2
<i>Seminar</i>	8
<b>Total hours:</b>	<b>30</b>

### Off-site activities

Activity	Total
<i>Self-study</i>	40
<i>Interview</i>	30
<b>Total hours:</b>	<b>70</b>



## COURSE DESCRIPTION

### WORK MATERIALS FOR STUDENTS

Case studies  
Dossier

### EVALUATION

Tools	Percentage
Attendance sheets	10%
Seminars	20%
Interview	70%

Period of validity for partial qualifications: *Diciembre*

#### Clarifications:

Passing all the seminars is compulsory

### BIBLIOGRAPHY

#### 1. Basic Bibliography:

Papers from Harvard Business Publishing platform

Hill, Charles W. L. International business: competing in the global marketplace. New York : McGraw-Hill Irw

Daniels, John. International Business. Boston: Pearson, 2014. in, cop. 2011

#### 2. Further reading:

Daniels, John. International Business. Boston: Pearson, 2014.

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.