

COURSE DESCRIPTION

COURSE DETAILS

Title (of the course): **CROSS-CULTURAL COMMUNICATION**

Code: 103120

Degree/Master:

**MÁSTER UNIVERSITARIO EN COMERCIO EXTERIOR E
INTERNACIONALIZACIÓN DE EMPRESAS**

Year: 1

ECTS Credits: 4.0

Classroom hours: 30

Face-to-face classroom percentage: 30.0%

Study hours: 70

Online platform: Moodle

LECTURER INFORMATION

Name: VILLA JIMENEZ, ROSALIA (Coordinator)

Department: FILOLOGÍAS INGLESA Y ALEMANA

Area: FILOLOGÍA INGLESA

Office location: .

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PREREQUISITES AND RECOMMENDATIONS

Prerequisites established in the study plan

None

Recommendations

Level B2 of English

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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.
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.

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 class room context.

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



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2. Practical contents

The practical contents are integrated within each of the theoretical units that are developed during the course.

SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Responsible consumption and production

METHODOLOGY

Clarifications

Attendance is required

Face-to-face activities

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

Off-site activities

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

WORK MATERIALS FOR STUDENTS

Case studies
Coursebook
Oral presentations

Clarifications

All materials will be available in Moodle

COURSE DESCRIPTION

EVALUATION

Tools	Percentage
Assignments and projects	40%
Seminars	50%
online questionnaires	10%

Period of validity for partial qualifications:

Septiembre

Clarifications:

Passing all the seminars is compulsory to pass this module.

IMPORTANT: Plagiarism and/or cheating during the performance of ANY of the assignments (exams, expositions, class activities, etc.) carried out during the course will be punished with **instant fail** in the subject. **This also includes the use of any artificial intelligence tool such as ChatGPT or similar ones. The professor reserves the right to conduct a personal interview about any of the works presented in class, with anyone, to clarify anything he deems appropriate regarding them.** Legal proceedings might be derived.

Clarifications:

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.