



江西財經大學

JIANGXI UNIVERSITY OF FINANCE & ECONOMICS

Course Title

Intercultural Business Communication

Basic Information about the Course

Course Code: FS336

Credits: 3

Teaching hours: 48

Prerequisites: Basic knowledge of business English

Semester: Spring and Fall Semesters

Lecturer's Information

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Course Description

With the increasing number of intercultural corporations and the internationalization of the economy, intercultural business communication has become increasingly important. Since all international activities involve communication, students need knowledge of intercultural business communication to prepare them for upward mobility and promotion in tomorrow's culturally diverse domestic and international environments. The course of *Intercultural Business Communication* deals with the study of communication in intercultural business contexts. With the integration of theory and case study, this course will cover a great variety of subjects selected from different sources in different occasions of intercultural business communication and focus on the analyses of the cultural differences in reality. Important communication theories and strategies will be introduced as the foundation for different types of

corporate communication tasks, and intercultural business communication skills taught in this course will be essential for surviving and succeeding in today's corporate world. The course will enable students to have a good command of theory and practice and equip them with the knowledge and skills for intercultural communication. All these will prepare students for a career in culturally diverse organizations in the near future.

Course Objectives

This course is aimed at helping students get to know the importance of intercultural communication in the environment of economic globalization, broadening and deepening their understanding of the theories in the discipline of intercultural business communication, introducing them to the application of these theories to the analysis of practical problems and to the business activities in the intercultural communication contexts, and providing them with a theoretical and practical basis for conducting effective intercultural business communication.

Intended Student Learning Outcomes

Upon completion of this course, the students will

- gain a solid knowledge and understanding of concepts and theories covered in intercultural business communication;
- get familiar with the fundamental ideas on communication, culture, the role of culture playing on communication, business etiquette, social customs, and intercultural business negotiation;
- understand and analyze cultural differences, cope with the various problems stemming from cultural differences, and cultivate intercultural awareness;
- develop intercultural communicative competence (both oral and written) in global business settings.

Teaching Methods

A combination of teaching methods will be utilized, which will include lectures, case studies, discussions, individual and group practical work (e.g., case analysis, reports

and presentations).

Course Assessment

Class Attendance and Participation	10%
Individual Homework	20%
Group Work	20%
Final Written Exam	50%
Total	100%

- **Class Attendance and Participation:** This evaluates the students' preparedness, attendance, and participation. Absence is allowed twice. If the students are not able to attend the class, they must inform the lecturer and explain the reason prior to the class.
- **Individual Homework:** Individual homework includes discussions and case analyses in particular chapters. It is designed to assess the students' ability to apply the culture and communication theories to practice through solving practical problems related to intercultural business communication.
- **Group work:** Group work includes group presentations and written reports according to the lecturer's instructions. The students are expected to form their own teams to jointly finish group work.
- **Final Written Exam:** To achieve a pass grade in this course, students must obtain 50% or more as an aggregate mark on the assessment.

Course Outline

Course Introduction

- 1 Self-introduction
- 2 Lead-in case study
- 3 Importance of studying the Inter-cultural Business Communication course and significance of possessing effective intercultural communication skills
- 4 Course description, objectives and intended student learning outcomes
- 5 Course materials and outline (summary of course contents, that is, summary of each part comprising different chapters and how each chapter is linked up)
- 6 Course schedule, venue and time allocation
- 7 Course requirements and assessment
- 8 Questions and Answers (Q & A)

Chapter 1 Introduction to Intercultural Communication

1. Communication
 - 1.1 Origin of Communication
 - 1.2 Definition of Communication
 - 1.3 Components of Communication
 - 1.4 Communication Barriers
2. Culture
 - 2.1 Origin of Culture
 - 2.2 Definition of Culture
 - 2.3 Elements of Culture
 - 2.4 Characteristics of culture
3. Relationship between Communication and Culture
4. Intercultural Communication
 - 4.1 Definition of Intercultural Communication
 - 4.2 Importance of Intercultural Communication
 - 4.3 Barriers to Intercultural Communication
 - 4.3.1 Cultural Differences
 - 4.3.2 Cultural Stereotypes
 - 4.3.3 Ethnocentrism
 - 4.3.4 Assumption of Similarities
 - 4.4 Development of Intercultural Communicative Competence

Chapter 2 Universal Systems

1. Economic Systems
2. Political Systems
3. Educational Systems
4. Marriage and Family Systems
5. Social Systems

Chapter 3 Contrasting Cultural Values

1. Values

2. Attributions and Perceptions
3. Attitudes
4. Religious Beliefs
5. Relationships between Values and Attributions, Perceptions, Attitudes and Religious Beliefs
6. Models for Analyzing Cultural Values
 - 6.1 Hofstede's Theory of Cultural Dimensions
 - 6.2 Hall's Theory of High-context and Low-context Culture
7. Semantic Differences

Chapter 4 Cultural Shock in Intercultural Communication

1. Meaning and Nature of Cultural Shock
2. Stages of Cultural Shock
3. Alleviating Cultural Shock
4. Aspects of Cultural Shock
5. Relationships and Family Considerations
6. Public and Private Self

Chapter 5 Languages

1. An Overview of Language
 - 1.1 Nature of Language
 - 1.2 Impacts of Language on Intercultural Business Communication
2. High- and Low-context Language
3. Informal and Alternative Languages
4. Forms of Verbal Interaction
5. Linear and Nonlinear Language
6. Vocabulary Equivalence
7. Language Problems
 - 7.2 Problems Associated with Language Diversity
 - 7.2 Problems Association with Language of Numbers
 - 7.3 Translation Problems

8. Interpreter Use
9. Host Language
10. Parables and Proverbs
11. Conversation Taboos
12. Thought
13. Language and Culture Interaction

Chapter 6 Oral and Nonverbal Communication Patterns

1. Thought Patterns
2. Paralanguage
3. Chronemics
4. Proxemics
5. Oculistics
6. Olfactics
7. Haptics
8. Kinesics
9. Chromatics
10. Silence
11. Nonverbal Leakage
12. Objects, Signs and Symbol

Chapter 7 Written Communication Patterns

1. International English
2. Written Tone and Style
3. Letter Formats
4. Facsimiles (Fax)
5. Electronic Mail (E-Mail)
6. Resume and Job Search Information

Chapter 8 Global Etiquette

1. Introductions, Greetings and Handshakes
2. Business Card Exchange

3. Position and Status
4. Electronic Communication Etiquette
5. Dining Practices
6. Tipping
7. Gift giving
8. Travel Etiquette

Chapter 9 Business and Social Customs

1. Verbal Expressions
2. Male / Female Relationships and Workplace Equality
3. Humor in Business
4. Superstitions and Taboos
5. Dress and Appearance
6. Customs Associated with Holidays and Holy Days
7. Office Customs and Practices
8. Customary Demeanor / Behavior
9. Bribery
10. Special Foods and Consumption Taboos

Chapter 10 Intercultural Business Negotiation Process

1. Steps in the Negotiation Process
2. Mistakes Commonly Made During Negotiations
3. Intercultural Negotiation Models
4. Negotiation Strategies
5. Trade Agreements
6. Negotiation Styles

Chapter 11 Intercultural Business Negotiation Components

1. Cross-Cultural Negotiation Components
2. Comparative Negotiation Styles
3. Characteristics of Effective Negotiators
4. Importance of Protocol in Intercultural Negotiations
5. Factors that Affect Intercultural Negotiations

- 5.1 Stereotypes
- 5.2 Group versus Individual Orientation
- 5.3 Face-to-Face Strategies
- 5.4 Media
- 5.5 Personal Constructs

Textbook and Reference Books

- Textbook:

Chaney, L. H. and Martin, J. S. 2013. Intercultural Business Communication (6th edition). Beijing, China: Renmin University Press. 297 pp. ISBN: 978-7-300-17766-3.

- Reference Books:

(1) Luthans, F. and Doh, J. P. 2016. Cross-Cultural Communication and Management (1st edition). Beijing, China: Posts & Telecom Press. 180 pp. ISBN: 978-7-115-40873-0.

(2) Reynolds, S. 2004. Guide to Cross-Cultural Communication. Beijing, China: Qinghua University Press.

(3) Samovar, L. A. and Porter, R. E. 2003. Intercultural Communications: A Reader (10th edition). Belmont, CA: Wadsworth.

(4) Thomas, D. C. and Inkson, K. 2004. Cultural Intelligence: People Skills for Global Business. San Francisco: Berrett-Koehler Publishers, Inc.

(5) Varner, I. and Beamer, L. 2006. Intercultural Communication in the Global Workplace (3rd edition). Shanghai, China: Shanghai Foreign Language Education Press.

(6) Wilson, G. R. 2000. Culture, Communication and Conflict: Readings in Intercultural Relations. Boston: Pearson.

(6) Yager, J. 2001. Business Protocol: How to Survive and Succeed in Business. New York: Wiley.

(Lecture materials will be supplemented with case studies, videos, and other media.)

Teaching Time Allocation (Preliminary)

Teaching Contents		Teaching Hours
Warm-up Activities	Course Introduction (including ice-breaking activities, lead-in case studies and discussions, course description and requirements, etc.)	2
Chapter 1	Introduction to Intercultural Communication	4
Chapter 2	Universal Systems	2
Chapter 3	Contrasting Cultural Values	4
Chapter 4	Cultural Shock	4
Chapter 5	Language	4
Chapter 6	Oral and Nonverbal Communication Patterns	4
Chapter 7	Written Communication Patterns	4
Chapter 8	Global Etiquette	4
Chapter 9	Business and Social Customs	4
Practice	Practical Training for the Course	4
Chapter 10	Intercultural Negotiation Process	2
Chapter 11	Intercultural Negotiation Components	2
All chapters	Course Review	2
All chapters	Final Written Exam	2
Total		48