



Cross-Cultural Business Communication

Course Objectives

After completing this course, students will know how to:

- Appreciate the value of culture and significance of cross-cultural communication, describe the impact of cultural differences on communication, and avoid miscommunication and conflicts that arise due to these differences.
- Identify the differences in verbal and nonverbal communication across cultures, including understanding gestures and expressions that vary across cultures.
- Establish rapport, build trust, and listen and provide feedback to cross cultural co-workers and employees.
- Identify common cross-cultural communication barriers and how to overcome them, avoid cultural bias, and employ qualified interpreters for cross-cultural communication.
- Attend and organize cross-cultural meetings that include conducting negotiations and solving problems.
- Identify gestures used in different cultures, build a cross-cultural team, design cross-cultural documents, and build a professional translation team.

Course Content

Unit 1: Workplace culture

- Topic A:** Basics of culture
- Topic B:** Cultural differences

Unit 2: Differences in communication

- Topic A:** Verbal communication
- Topic B:** Nonverbal and written communication

Unit 3: Communicating across cultures

- Topic A:** Building relationships
- Topic B:** Listening and responding

Unit 4: Overcoming communication barriers

- Topic A:** Cross-cultural communication barriers
- Topic B:** Avoiding barriers
- Topic C:** Interpreters

Unit 5: Cross-cultural business situations

- Topic A:** Cross-cultural meetings
- Topic B:** Negotiating and problem solving

Unit 6: Addressing cross-cultural issues

- Topic A:** Communicating with co-workers
- Topic B:** Writing cross-culturally