

BUSINESS COMMUNICATIONS

Module 1—required, equivalent to 3.0 North American credit hours

39 lecture hours and additional academic projects

DESCRIPTION

Business Communications will focus on the development and enhancement of skills in written/oral business communication, non-verbal communication, and cross-cultural communication. Students will learn how to develop efficient use of verbal and non-verbal skills in business situations and be able to use language to convey specific messages to intended audiences.

Upon successful completion of this course, students will be able to:

- demonstrate an understanding of principles of effective business communications
- comprehend and implement cross-cultural communication strategies
- apply cultural models and frameworks to ensure successful communications in an international business context
- negotiate effectively in intercultural meetings
- understand the key aspects of communications in virtual teams
- develop effective business communications and send through appropriate communication channels within an organization in a global environment
- understand and use non-verbal communication skills across cultures
- develop and deliver effective multimedia presentations in global contexts

OBJECTIVES

This business communications course will start with the premise that all communication is cross-cultural in orientation. After all, when communication occurs between two or more people, the specific viewpoint of the communication partner must be considered. During the course we will explore the most relevant cross-cultural analytical models of Hofstede, Trompenaars, Schwartz, and the GLOBE. Based on this understanding students will develop the skills to determine under which conditions these models can be used to enhance their communication effectiveness.

Classroom activities will include open group discussions, team skill development, and personal oral presentations. Video recordings of group presentations will be used for personal reflection of effective presentations.

OUTCOMES

- Understand the principles of cross-cultural communication
- Understand the impact of a national cultural background on one's identity
- Learn to reflect on their own behavior regarding cross-cultural communication
- Learn how to more effectively communicate across cultures
- Learn that negotiation across national boundaries is strongly culture dependent
- Learn to reflect on their own behavior in intercultural interactions
- Exploration of cross-cultural communication skills
- Development of professional presentation skills

PRE-READ & REQUIRED READINGS

Cialdini, R. B. (2001). *Harnessing the science of persuasion*. Boston: Harvard Business School Press.

Conger, J. A. (1998). *The necessary art of persuasion*. Harvard Business Review, 76(3), 84+.

Deresky, Helen. (2016). Chapter Three: Understanding the Role of Culture. *International Management: managing across borders and cultures*. New Jersey, US: Pearson Education. (pp 74 – 108)

Ferrazzi, K. (2014). Managing Yourself: Getting Virtual Teams Right. *Harvard Business Review*, 92(12), 120-123.

Goleman, D. (2004). What Makes a Leader?. *Harvard Business Review*, 82(1), (pp 82-91)

Martin, J.N. & Nakayama, T. K. (2011). Chapter Two: Intercultural Communication: Building Blocks and Barriers. In *Experiencing intercultural communication: An introduction* (pp. 29- 65). New York, NY: McGraw-Hill. (*Required pages: culture 30-37, communication 38-40, culture & communication 41-51)

Meyer, Erin. (2014). Navigating the Cultural Minefield: Learn how to work more effectively with people from other countries. *Harvard Business Review*, May.

Trompenaars, A. (1994). Chapter 3 - The Meaning of Culture. In *Riding the waves of culture: Understanding diversity in global business*. Burr Ridge, Ill.: Irwin Professional Pub.

Varner, Iris & Beamer, Linda (2011). Chapter Two: The Role of Language in Intercultural Business Communication. *Intercultural Communication in the Global Workplace*. New York, US: McGraw-Hill Irwin. (pp 43- 88)

EVALUATION ELEMENTS

Class Participation (Individual)	20%
Communication Analysis (Individual)	15%
Global Dexterity & Communications (Individual)	15%
Final project and presentation (Team)	50%
Total	100%

SCHEDULE

When	Topic
Session 1	Course Introduction
Session 2	Communication Theory
Session 3	Effective Communications
Session 4	Persuasive Communications
Session 5	Audience Analysis
Session 6	Cultural Theory for the Cultural Context
Session 7	Global Dexterity for Enhanced Communication
Session 8	Emotional Intelligence in Communication
Session 9	Cross Cultural Negotiations
Session 10	Virtual Communications
Session 11-12	Presentation and Report Preparation
Session 13	Final Group Presentations

GRADING SCALE

All grades are reported to the Registrar as letter grades. Graded material in this course will be marked using percentages. The following equivalents will be used to convert percentages to letter grades:

Percentage Range	Letter Grade	Grade Point Average
90-100%	A+	9
85-89%	A	8
80-84%	A-	7
77-79%	B+	6
73-76%	B	5
70-72%	B-	4
65-69%	C+	3
60-64%	C	2
50-59%	D	1
0-49%	F	0

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<http://web.uvic.ca/calendar2016-09/undergrad/info/regulations/academic-integrity.html>