1. **OBJETIVO**

   ESCUELA DE ADMINISTRACION

2. **ESTRATEGIA**

   Negocios Internacionales

3. **ASIGNATURA**

   COMUNICACIÓN INTERCULTURAL

4. **CODIGO**

   NI0753

5. **SEMESTRE**

   2014-2

6. **INTENSIDAD HORARIA**

   36 horas semestral

7. **CARACTERÍSTICAS**

   No suficientable

8. **CRÉDITOS**

   3

7. **JUSTIFICACIÓN CURSO**

   As globalization expands and diversity increases especially in the workplace, managers need to become more culturally aware and responsive to upcoming challenges and turn them to opportunities. A course in Intercultural Communications gives students the soft skills necessary to identify, understand and face the challenges of effective communications in a constantly changing multicultural world.

   This program will also explore the implications of culture on managerial and leadership styles in order to give the student the knowledge necessary to develop successful international managerial practices in multicultural settings.

8. **OBJETIVOS GENERALES DEL CURSO**

   Acquire the knowledge necessary analyze communicative situations, to identify differences in culture, to accept the implications of personal cultural biases, and to communicate with individuals from other cultures.
8.2. Create intercultural competence and intelligence in order to be able to design strategies to successfully face the constant changes inherent in cross-cultural management.

8.3. Develop problem solving skills in multicultural sceneries.

9. **DESCRIPCIÓN ANALÍTICA DE CONTENIDOS**

9.1. **The concepts of Culture and Communication**

9.1.1. Definition of culture and communication
9.1.2. The process of cultural identification
9.1.3. Cultural Intelligence and sensitivity
9.1.4. The punctuation principle

**Specific Objective:**
Define culture and communication and understand why cultural identities are formed

**Teaching Learning Strategies:**
Lectures and student involvement.

9.2. **Understanding Cultures**

9.2.1. Quantitative approaches to understanding cultures
9.2.2. The contribution of Hofstede and T. Hall
9.2.3. Cultural dimensions and Metaphors

**Specific Objective:**
Review and understand the approaches of sociologists and anthropologists with quantitave tools that allow better understandings and comparisons of cultures.

**Teaching Learning Strategies:**
Lectures and student involvement.

9.3. **Cross Cultural Training Seminar**

9.3.1. Cultural dimensions applied
9.3.2. Cases and exercises
9.3.3. Real life cross cultural communication situations

**Specific Objective:**
Bring to practice the tools that help understand and compare cultures in order to introduce the student to a general framework of intercultural communication. This will help them prepare for the unavoidable intercultural interactions of a globalized world.
Teaching Learning Strategies:
Cross cultural workshop based on Hofstede's work.

9.4. Introduction to Intercultural Communication

9.4.1. Levels of culture
9.4.2. Stereotypes and generalizations
9.4.3. Intercultural communication processes
9.4.4. Cultural adaptation
9.4.5. Ethno relative ethics

Specific Objective:
Understand intercultural communication as an important means to support, understand and accept diversity in the modern globalized world.

Teaching Learning Strategies:
Lectures and student involvement.

9.5. Language as a foundation for culture and communication

9.5.1. Verbal communication
9.5.2. Non-verbal communication
9.5.3. Country specifics

Specific Objective:
Explore in depth the concept of language and its implications as culture shaper and communicating tool.

Teaching Learning Strategies:
Lectures and student involvement with specific cases and exercises.

9.6. The Communication Gap Between Cultures

9.6.1. The communication gap
9.6.2. Communication patterns during meetings
9.6.3. Listening habits
9.6.4. The management language

Specific Objective:
Minimize the communication gap between cultures by specifically applying the communication process and concepts to different countries.

Teaching Learning Strategies:
Lectures and student involvement.

9.7. Intercultural Interaction and Conflict
9.7.1. Intercultural conflict
9.7.2. Cultural Shock and acculturation
9.7.3. Ethnocentrism and xenophobia
9.7.4. Humor
9.7.5. The Influence of Communication Technologies
9.7.6. Minorities
9.7.7. Intercultural Marketing and Consumer Behavior

**Specific Objective:**
Identify and analyze the possible conflicts that might arise in cross cultural interactions.

**Teaching Learning Strategies:**
Lectures and student involvement. Case study.

9.8. Cross cultural leadership: building teams, motivating and creating trust

9.8.1. Leading across borders
9.8.2. Team building
9.8.3. Training and development
9.8.4. Compensating
9.8.5. Motivating in different cultures
9.8.6. Building trust

**Specific Objective:**
Generate awareness of soft skills that international managers need in order to succeed

**Teaching Learning Strategies:**
Lectures and student involvement.

9.9. Intercultural Virtual Teams

9.9.1. Definition of virtual teams
9.9.2. Cultural issues
9.9.3. Trust

**Specific Objective:**
Analyze the dynamics of multicultural virtual teams and the implications of cultural aspects such as trust in their effectiveness.

**Teaching Learning Strategies:**
Lectures and student involvement.

9.10. Ethics and Intercultural Communication.

9.10.1. Ethics and moral
9.10.2. The universalist and relativist approach to ethics in intercultural communication
9.10.3. The sustainability principle
9.10.4. The challenge from postmodernism

Specific Objective:
Study the relationship of intercultural communication and ethics from a philosophical perspective.

Teaching Learning Strategies:
Lectures and student involvement.


Specific Objective:
Apply the knowledge gathered through the course in a new and viable business idea.

Teaching Learning Strategies:
Presentation and final paper hand over.

10. EVALUACIÓN

10.1. 20% Cross Cultural Training Seminar and Report
10.2. 25% Presentation
10.3. 25% Midterm
10.4. 30% Final

11. BIBLIOGRAFIA GENERAL


Kumar, Kuldeep. Gold Peak Electronics: R&D Globalisation from East to West. Asia Case Research Center, The University of Hong Kong. 2009.


