

**COURSE OUTLINE 2017**  
**BUSINESS 151G: COMMUNICATION IN A MULTICULTURAL**  
**SOCIETY (15 POINTS)**  
**Semester 1**

**Course Prescription**

Globalisation has led to an increasingly diverse workplace. Learning skills to enhance intercultural communication competencies are now highly relevant. This course develops communication knowledge and skills for students' professional development in a theory-based, but practical study of intercultural communication.

**Programme and Course Advice**

This course is designed for students who are interested in finding out how culture influences their communication styles and those of others. A special emphasis is given to developing an understanding of intercultural communication in the workplace and business environments.

**Goals of the Course**

By the end of the course students should have acquired:

1. An enhanced understanding of the role of **culture in communication**.
2. An enhanced understanding of the role of **language in intercultural communication**.
3. Sensitivity to **cultural difference** in multiple forms of communication **including non-verbal communication**.
4. An enhanced set of **professional and career development skills** relating to intercultural competence (the ability to communicate effectively in intercultural relationships within a business context).

**Learning Outcomes**

By the end of this course students should be able to demonstrate:

1. **Sensitivity to cultural differences** and an understanding of the role of non-verbal communication in intercultural communication.
2. **An understanding of the role of language** in intercultural communication.
3. **An understanding of the role of cross-cultural dimensions** in communication processes.
4. **An awareness of your own communication behaviours** and the ability to modify behaviour when required.
5. **The ability to work as an individual and within a group** to effectively demonstrate an understanding of the complexities and challenges of intercultural communication.
6. **The ability to analyse intercultural communication challenges** (by researching, identifying relevant theories and applying that information) in order to produce effective solutions.

## Content

- Introduction and Overview of Course
- Foundations of Intercultural Communication
- Getting to know other cultures
- Onstage and backstage culture
- The role of language in intercultural business communication
- Interpersonal communication at work
- Mediated Communication
- International dynamics in the international business
- ICC in mergers and acquisitions – business case studies
- Cultural dimensions and the big picture
- Hofstede's cross cultural dimensions in business
- Positive and Negative Stereotypes in ICC
- In and Out groups
- ICC and body language in job interviews
- Course revision and Test 1 and Test 2 guidelines
- Team Communication in Business
- Non-verbal communication
- Legal systems in International Business
- Intercultural Negotiation Teams in business
- Gender and Culture at work
- Course review and exam workshop

## Learning and Teaching

### Weekly Lecture Timetable:

TBC

### Assessment

- |                                |              |     |
|--------------------------------|--------------|-----|
| 1. In class Test One           | (individual) | 15% |
| 2. In class Test Two           | (individual) | 15% |
| 3. Team Project & Presentation | (Team)       | 20% |
| 4. Final exam                  | (individual) | 50% |

Learning Outcome	Test One	Team Assignment	Final exam
1		X	
2	X	X	X
3	X	X	X
4	X	X	X
5	X	X	
6		X	X

### Senior Lecturer: Dr Rachel Wolfgramm

Management and International Business

DDI: 64 9 923 4847; Facsimile 64 9 3737477

Email: r.wolfgramm@auckland.ac.nz

Room 467, Level Four, Owen G Glenn Building, 12 Grafton Road, Auckland.

### Professor Prithviraj Chattopadhyay

Management and International Business

Faculty of Business and Economics

**Learning Resources**

**Textbook:** (prescribed) :Varner, I., & Beamer, L., (2011) Intercultural Communication in the Global Workplace. (5th ed.) USA: McGraw-Hill

Additional learning resources are used including videos and power point presentations. All materials will be made available through CECIL/Canvas. The lectures will be recorded (audio) and will also be made available to students.