



UNIVERSIDAD DE CORDOBA

INSTITUTO DE ESTUDIOS DE POSGRADO

**MÁSTER UNIVERSITARIO EN
COMERCIO EXTERIOR E
INTERNACIONALIZACIÓN DE
EMPRESAS**

2024/25 YEAR



CROSS-CULTURAL COMMUNICATION

Course details

Course name: CROSS-CULTURAL COMMUNICATION

Code: 103120

Degree/Master: MÁSTER UNIVERSITARIO EN COMERCIO EXTERIOR E
INTERNACIONALIZACIÓN DE EMPRESAS

Year: 1

ECTS Credits: 4.0

Classroom hours: 30

Face-to-face classroom percentage: 30.0%

Study hours: 70

Online platform: <https://moodle.uco.es/>

Coordinating teacher

Brief description of the contents

"Communicating Across Cultures" is designed to help you meet the challenges of living in a world in which, increasingly, you will have to deal in business with people from different cultural backgrounds. This course examines the most significant issues relating to cross-cultural interaction: cultural values, verbal and nonverbal communications, business etiquette and social customs, in a multicultural and interactive classroom context.

Prerequisites

Prerequisites established in the study plan

None

Recommendations

None specified

Study programme

1. Theory contents

1. What is Culture?

- 1.1. Approaches to culture and functions of culture
- 1.2. Layers and levels of culture
- 1.3. Key components of a culture

1.4. Cultural dimensions and theories of culture

2. Cross-cultural communication

2.1. Diversity and cross-cultural competence

2.2. Culture and international business

2.3. English in a globalised world

2.4. Strategic and intercultural competences

3. Case Study: India

3.1. Facts and statistics

3.2. Cultures and society

3.3. Etiquette

3.4. Commercial information (guest lecture from the Embassy of India)

4. World English vs World Englishes

4.1. Sociolinguistics vs sociology of language

4.2. Style, register and gender

4.3. English as a lingua franca

4.4. Some instances of variation

5. Language, culture, and identity

5.1. The role of language, culture, and identity in business

5.2. Intercultural Communicative Competence and effective communication

5.3. Stereotypes and prejudices

5.4. Conflict and cultural shocks

6. Case Study: Italy (English as a Foreign Language)

6.1. Facts and statistics

6.2. Cultures and society

6.3. Etiquette

6.4. Commercial information

2. Practical contents

1. Guest lecturers: Export Managers

2. Practical seminars: debates on bibliography

Bibliography

Basic bibliography:

Chacón-Beltrán, M. (2021). *English Sociolinguistics*. UNED.

Talaván, N., Lertola, J., & Fernández-Costales, A. (2023). *Didactic Audiovisual Translation and Foreign Language Education* (1st ed.). Routledge. <https://doi.org/10.4324/9781003293958>.

Trudgill, P. & Hannah, J. (2017). *International English. A Guide to Varieties of English Around the World*. Routledge.

Further reading:

Chacón-Beltrán, R. (2021). *Attitudes Toward English as a Lingua Franca Among Prospective EFL Teachers in Spain*. https://doi.org/10.1007/978-981-15-8245-5_8.

Methodology**Clarifications**

Part-time students should contact the teacher at the beginning of the course.

Face-to-face activities

Activity	Total
<i>Information processing activities</i>	5
<i>Oral communication activities</i>	10
<i>Projects based on the course contents</i>	10
<i>Reading comprehension, listening, visual, etc. activities</i>	3
<i>Written expression activities</i>	2
Total hours	30

Off-site activities

Activity	Total
<i>Exercise and problem solving activities</i>	10
<i>Information processing activities</i>	20
<i>Information search activities</i>	40
Total hours	70

Results of the training and learning process**Knowledge, competencies and skills**

- CB7 To ensure that students know how to apply the knowledge gained and are able to problem solve in unfamiliar situations in a variety of multidisciplinary contexts within their field of study.
- CB8 To ensure that students are able to bring together their knowledge in order to make judgements in complex situations when faced with limited or incomplete information that includes observations on the social and ethical responsibilities linked to the application of their knowledge and judgement.
- CB9 To ensure that students are able to effectively communicate their conclusions and the reasons that underpin them to specialist and non-specialist audiences in a clear and unambiguous manner.

- CE3 To understand the opportunities and risks of carrying out international transactions.
- CE5 To take decisions taking into account numerous problems regarding the marketing and carrying out of the activity
- CE6 To tackle new subject material related to the Master from a rigorous methodological perspective.
- CE8 To reach an intermediate to high level of oral and written communication in the foreign language.
- CGE2 To encourage students in the following skills and abilities: analysis and synthesis, organization and planning, oral and written communication, problem solving, decision making, teamwork, critical thinking, autonomous learning, creativity, ability to apply theoretical knowledge in the practice, use of the Internet as a means of communication and as a source of information.
- CGE3 To demonstrate a systematic understanding of the implications of internationalization and the mastery of research skills and methods related to said field.
- CGE5 To know how to communicate with colleagues, the academic community and society as a whole, and with business professionals.
- CGE6 To acquire intercultural orientation in its distinct levels (linguistic, economic and social), such that they may assimilate the opportunities and challenges which are presented by the markets, varying cultures, and legal frameworks.

Assessment methods and instruments

Tools	Percentage
Means of practical execution	20%
Oral means	60%
Students assignments	20%

Period of validity for partial qualifications:

September

Clarifications:

NOTE 1: If a student receives a mark below the minimum required (minimum mark of 5) on any of the assessment items: "Students Assignments" (20% for Moodle forum discussions on the movie Lost in Translation), "Means of practical execution" (20% for a case study, which consists of Didactic Audiovisual Translation and the development of Intercultural Communicative Competence), and/or "Oral means" (60% for an oral presentation on business etiquette and commercial information in an Anglophone country, and 30% for an oral presentation on business etiquette and commercial information in non-Anglophone countries), he/she must retake the corresponding part(s) during the second ordinary call. This means that the marks for the parts that have been passed will be retained for the second ordinary call, except in the case of the extraordinary call and the extraordinary call for completion studies.

NOTE 2: The use of any type of AI as well as any other form of plagiarism in the writing of texts is prohibited. In this respect, lecturers reserve the right to call anyone for a personal interview to clarify aspects of the work submitted.

NOTE 3: Attendance and participation do not receive a numerical grade, but students must attend at least 80% of the lessons.

Sustainable development goals

Gender equality

Responsible consumption and production

The methodological strategies and the evaluation system contemplated in this Teaching Guide will respond to the principles of equality and non-discrimination and must be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required. Students must be informed of the risks and measures that affect them, especially those that may have serious or very serious consequences (article 6 of the Safety, Health and Welfare Policy; BOUCO 23-02-23).
