



**Instituto Universitario
de Investigación en
Estudios Norteamericanos
"Benjamin Franklin"**

STUDENT'S GUIDE

INTERNATIONAL BUSINESS: COMMUNICATION AND CULTURE



Fuente: <https://pixabay.com/es/photos/r%C3%ADo-singapur-horizonte-255116/>

Description of the Course

The change that the business world has undergone in recent decades makes it necessary for any person, who for reasons of study or work moves to live in another country, to be able to adapt and develop their professional, academic and personal activity, in the most effective way possible within the cultural and linguistic context in which they live. The transformations that have occurred in relation to new technologies, forms of work (virtual), globalization, the development and lower cost of transportation, etc. have led to a great mobility of expatriates and students who move to live to other countries. This fact makes it necessary to train these groups in the intercultural field. This is a course that explores and brings the student closer to communication and culture especially in the context of international business.

Introduction of the Professor

Rosa María García-Barroso



She has an Executive MBA from EOI Business School (Madrid). ABD from Universidad Autónoma de Madrid. She also holds a Master of Science Degree in International Relations from Troy State University, Alabama, and a Law Degree from Universidad Complutense de Madrid. She teaches in the Study Abroad in Spain Program and the Teach & Learn in Spain Program. She has taught at Central Texas College and the University of Maryland. She is the Head of the Study Abroad and Customized Programs at Instituto Franklin-UAH. Her interests are the areas of Intercultural Communication in Business, Leadership and international, and Higher Education.

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Learning Results

Course Objectives

- Understand the general basics of culture, communication, cultural conflict resolution, intercultural management, corporate culture, international negotiation.
- Learn what the basic cultural and communication differences are with respect to Latin American, English, Asian and Arab countries.
- Learn the basic techniques of international negotiation.
- Understand and learn the main characteristics of the "international manager" in addition to the basic principles of global skills, international and virtual teams.

Requirements or level of Spanish needed

In this course we will only use Spanish. The use of English in the classroom will prevent your total immersion in the Spanish learning process. In order to understand and improve your language skills you must make an effort to learn and use the terminology specific of this subject. For a better understanding of the class we recommend to have an upper intermediate level of Spanish.

Competences

Competence 1.	Development of intercultural awareness
Competence 2.	To know and use the general basic concepts about culture, communication, corporate culture, intercultural management, international negotiation.
Competence 4.	Identify and analyze basic cultural and communication differences with respect to Latin American, English, Asian and Arab countries
Competence 5.	Stimulate and improve oral and written business communication in Spanish
Competence 6.	Develop the ability to apply basic concepts to small case studies providing solutions to simple communication and cultural problems

Practical application of the course

This course is especially interesting for those students who intend to work in other countries or want to work in multinational companies where they have to work with colleagues from other cultures. Students will improve their own cultural awareness through the discovery of their cultural characteristics and the differences that separate and unite them to other cultures.

They will practice communication in Spanish and their intercultural skills through the resolution of case studies that simulate situations they may encounter in the future, while living in other countries.

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