



INSTITUTO UNIVERSITARIO DE INVESTIGACIÓN
EN ESTUDIOS NORTEAMERICANOS
“BENJAMIN FRANKLIN”

Course	International business: communication and culture
Program, semester, year	Study Abroad
Credits ECTS	3 USA
Class hours	45
Office Hours	By appointment
Requirements	Intermediate, high-intermediate level of Spanish
Language of instruction	Spanish
Type of teaching	Onsite

INTRODUCTION

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 develop their tasks with colleagues from other cultures. Students will improve their own cultural awareness through the discovery of their cultural characteristics and the differences that separate them from other cultures.

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

DESCRIPTION

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

Course objectives:

- To understand the basic general concepts about culture, communication, cultural conflict resolution, intercultural management, corporate culture, international negotiation.
- To learn the basic cultural and communicative differences with respect to Latin, Anglo-Saxon, Asian and Arab countries.
- To learn the basic techniques of international negotiation.
- To understand and know the main characteristics of the "international manager" as well as the basic principles of global skills, international and virtual work teams.

COMPETENCES

General Competencies (GC):

GC1: Stimulate and improve oral and written communication in business Spanish.

GC2: Develop the ability to apply basic concepts to small practical cases providing solutions to simple communication and cultural problems.

Specific competences (SC):

SC1: Development of intercultural awareness.

SC2: Identify and analyze the basic cultural and communicative differences with respect to Latin, Anglo-Saxon, Asian and Arab countries.

SC3: Knowing and using the basic general concepts on culture, communication, corporate culture, intercultural management, international negotiation.

METHODOLOGY

The methodology of the course seeks the development of the above competencies in the students, for which different methodological strategies will be used;

- Theoretical classes that will offer explanations on the different concepts, ideas and theories related to communication and culture. The student, besides listening actively, will try to understand the arguments and theories and will take structured notes of the most important contents.
- Realization of different tests of communicative and cultural type with the objective that the student reflects on his own culture and communicative style and learns the cultural and communicative characteristics of other cultures.
- Realization of small practical cases on interculturality and intercultural communication.
- Realization of two works; a business report on the most important cultural and communicative aspects of a country chosen by the student. Another paper comparing the website of a multinational company in two countries.
- Oral presentation of the two written papers.
- Readings of articles that the teacher will give to the students.

PREPARATION FOR CLASS

Working on the readings before coming to class prepares you to ask questions and give opinions on the subject matter in class.

- Read assigned topics before class.
- Reflect on questions that may lead to interesting discussions.
- Takes notes during explanations and class discussions.

EVALUATION

• Participation

It must be active, that is to say, the student must not only ask his doubts, but must also make comments and actively participate in the exercises proposed in class both in group and individually. In addition, the student must read the texts assigned by the teacher and do the exercises related to the text. The student is expected to demonstrate maturity and responsibility in the classroom so that gestures, passive attitude such as sleeping in class, and having inappropriate behaviors in the classroom may have a negative impact on the grade of this section.

The total percentage of this section is 10%.

- **Midterm and final exams.**

The student must prepare in advance for the exams by summarizing the professor's explanations, understanding the readings and relating them to the explanations, resolving all doubts in class or in direct tutorials with the professor.

The total percentage of this section is 25% of each exam.

If the professor detects copying or plagiarism in the exam, the student will receive a grade of zero and will not have the option of any type of recovery.

- **Written assignment and oral presentation.**

The objective of the written work or report is to make a business report and a comparative report of web pages of a multinational company of your choice. A business report is understood as the set of information transmitted in a written, objective and orderly manner for a person or group of people, belonging to the same company from the information previously collected by the author of the report with the main purposes of informing and facilitating decision making.

The written work should be double-spaced in Times New Roman 12 and should be between 4-7 pages in length. It will be a research paper on a given country and its cultural characteristics. The format to be followed will be MLA. The objective of this paper is for the student to know how to write a business report on a country. The grade obtained will be based on the following aspects:

Ideas and content:

Clarity of the writing, maintains interest in the reader. Topic is enriched with interesting details.

Organization of the topic:

The writing is clearly structured, orderly and attractively presented. All the necessary sections are included (title page, table of contents, development of the different points, conclusion, bibliography, graphics, photos).

Style:

The expression is direct, the message is conveyed precisely and concisely. The necessary data are provided.

Specific language:

A specific language is used, which should be acquired through the readings and explanations given by the teacher.

• Oral Presentation

The objective of this section is that the student is able to present orally the two written papers described above. The grade obtained will be based on the following aspects:

Content and development:

Well-structured presentation including an introduction to the main topic. Development of ideas in a coherent and related way to end with a logical conclusion according to the research that has been carried out.

Specific language:

The student should present his/her work using the vocabulary, concepts and ideas that have been developed throughout the course.

Body language:

The student must show control over the content of the topic and the attention of the class. For this purpose, eye contact, intonation and body language are important. The student should display an effective attitude to maintain the attention of the class.

Audiovisual Media:

Use of audiovisual media to make your oral presentation. The use of Power Point, photos, etc. is recommended. It is also very important that the student does not read directly the information to be presented.

The total percentage of this section is 40% (20% each).

Note: If the work is not handed in on the indicated date, the student will receive one point less for each day of delay.

Plagiarism:

Research papers should state students' own ideas. The work of other writers or experts used to support students' ideas must be properly cited. Inappropriate use of someone else's text or work is considered plagiarism. Plagiarism is a violation of academic standards and may result in failure of the paper or even the subject for which the paper was written. In extreme cases it may result in expulsion from the program. Guidelines for writing the paper properly should be provided by the professor.

GRADING SCALE

The scale of the class grade will be as follows:

PARTICIPACION	10 %
MIDTERM EXAM	20 %

FINAL EXAM	20 %
WRITTEN WORK	25 %
ORAL PRESENTATION	25 %

ATTENDANCE

Class attendance is MANDATORY. If the student is absent for more than the allowed limit (one class absence in the summer program and two absences in the fall and spring programs), the final grade will reflect a decrease of 10 points for each non-attendance that has not been excused by a doctor's certificate or by your Program Director. It is the individual responsibility of the student to make up any missed content about the subject taught in class the day the student was absent.

STUDENTS WITH SPECIAL NEEDS

Students with special needs should contact Antonio Fernández: antonio.fernandezm@uah.es Instituto Franklin-UAH can accommodate these students who show through a medical note or a note from their academic advisor that require help in order to fulfill the program.

USE OF TECHNOLOGY IN CLASS

The use of technology is essential today in education, but if is used inappropriately it can be harmful for students. It is necessary that students ask for permission from the teacher in order to use any technological devices. Faculty should make clear to students in what instances technology can be used.

USE OF BLACKBOARD

All courses offered by Instituto Franklin-UAH can be taught through the Blackboard virtual classroom. Also teachers can have materials, forums, etc in the virtual classroom even if they teach the class online.

CLASS SHCEDULE

	MATERIA DE ESTUDIO	
Tema 1	<ul style="list-style-type: none"> • La globalización • La empresa multinacional • Los negocios Internacionales • Internacionalización de la empresa 	

Tema 2	<ul style="list-style-type: none"> • La cultura • Elementos de la cultura • Teorías culturales • Estereotipos • Manifestaciones y niveles culturales 	
Tema 3	<ul style="list-style-type: none"> • Dimensiones culturales • En qué se fundamenta la cultura 	
Tema 4	<ul style="list-style-type: none"> • La comunicación • La escucha • Tipos de comunicación: verbal y no verbal • Manejo del silencio • El lenguaje 	
Tema 5	<ul style="list-style-type: none"> • Comunicación no verbal • El lenguaje del cuerpo 	
Tema 6	<ul style="list-style-type: none"> • Identidad corporativa • Cultura corporativa • Comunicación empresarial • Comportamiento corporativo 	
Tema 7	<ul style="list-style-type: none"> • Equipos de trabajo virtual • El manager intercultural • Gestión intercultural • Conflictos interculturales 	
Tema 8	<ul style="list-style-type: none"> • La cultura de los países asiáticos • China • Japón 	
Tema 9	<ul style="list-style-type: none"> • Cultura latina • México • Países árabes 	

BIBLIOGRAHY

Textos de consulta. Estos libros están en la biblioteca de la UAH y pueden ser consulados por los alumnos:

Claves Para la Comunicación Intercultural. Publicacions de la Universitat Jaume I, 2003.

Bowe, Heather J. & Martin, Kylie. Communication accross cultures: mutual understanding in a global world. Cambridge University Press, 2007.

Schneider, Susan C. Managing accross cultures. Harlow, England: Prentice Hall, 2002.

Recursos web:

<http://www.globalnegotiator.com/>

http://www.degerencia.com/tema/como_hacer_negocios_en

<http://www.doingbusiness.org/>

Información consular de países. Buscar embajada o consulado del país.

Wikipedia: país

CIA World factbook: país

Lonely Planet: país

About.com: país

Economist country briefings: país

BBC country briefings: país

World Health Organization: país

<http://www.icex.es>

<http://www.iberglobal.com/>

<http://www.economia48.com/>

http://www.icex.es/icex/cda/controller/pageICEX/0,6558,5518394_5518974_5536731_0_0_-1,00.html

<http://www.profilesinternational.com/home.aspx>

<http://www.crit.uji.es/enlaces.php>

WE SPEAK ONLY IN SPANISH

In the class we will only speak in Spanish. The use of English in the class would prevent the total immersion of the student in the Spanish learning process. In addition, it is important to emphasize that in order to understand and enjoy the class we ask you to make an additional effort to adapt the terminology with the sole purpose of familiarizing yourself with the characteristic languages of the subject. For a better understanding of the class we recommend a high level of Spanish.