



University of Wales
Trinity Saint David
BIRMINGHAM

UNIVERSITY OF WALES: TRINITY SAINT DAVID

PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

Birmingham Learning Centre

International Business Communications

LCBB6001

Module Handbook 2022

Lecturer:

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MODULE CODE: LCBB6001
TITLE: International Business Communications
DATED: 13/06/2018
LEVEL: 6
CREDITS: 20
JACS CODE: N200

AIM(S)

- To develop a greater intercultural awareness in international business contexts.
- To develop more effectiveness in business communication in international scenarios, in English.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- critically understand intercultural communication theories;
- evaluate and interpret divergent international cultures within business; □
analyse business communication situations.

INDICATIVE CONTENT

- Theories of international and intercultural communication (Hofstede, Samovar, Jandt etc.).
- Critical evaluation of cultural sensitivity when doing business with Americans, Latin Americans, Europeans, Africans, Asians, Australians and Middle Easterners.
- English and other languages in International Business Communications (IBC). The importance and relevance of Louhiala-Salminen & Charles (2005) Business English Lingua Franca (BELF) concept.

- Linguistic and Cultural Competency. The different pressures on the 4 types of IBC communicators (full bilinguals, partial bilinguals, unilinguals and first-language speakers) and their effectiveness as managers.
- The principles of IBC demands: language impact, active listening, conflict management, and uncertainty reduction (Gimenez, 2004).
- Communication strategies: managing meetings, challenging/defending an opinion, summarising, asking/answering questions, persuading and compromising etc., to achieve a business objective.
- Barriers to communication: 3Ps - Problem, Process, Product, (Ober, 2009); international cultural sensitivities and information needs.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT Assessment Component 1 - Coursework

Mode of assessment	Volume	Weighting
Essay	2500 words	50%

Assessment Component 2 (Practical) - Presentation

Mode of assessment	Volume	Weighting
Presentation	15 minutes	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

READING LIST

Module Code	LCBB6001	
Module Title	International Business Communications	
Classification	Reading List entry	Electronic*
Essential	Dignen, B., McMaster, I. (2013) Collins Effective International Business Communication, London: Collins	☐
Essential	Bailey, S. (2015) Academic Writing for International Students of Business. 2 nd Edition, London, Routledge	☐
Essential	Deresky, H. (2013) International Management: Managing Across Borders and Cultures, London, Pearson.	☐
Further	Dignen, B., McMaster, I., (2013) Communication for International Business: The secrets of excellent interpersonal skills, Collins, London	☐
Further	Carte, P., Fox, C., (2008) Bridging the Culture Gap: A Practical Guide to International Business Communication, London, Kogan Page	☐
Further	Stallings, W., (2012) Business Data Communications: International Version, London, Pearson	☐