



APPLIES TO ACADEMIC YEAR 2003/2004

## EXP 9120 Cross-cultural Perspectives

### Program

The Bachelor's Program in International Marketing

### Responsible for the course

Johannes Brinkmann

### Department

Strategy and Logistics

### Term

According to study plan

### ECTS Credits

6

Cross-cultural perspectives (course outline)

Today's business activity is more and more international and global. One important success factor is cross-cultural sensitivity when doing business across cultural borders. This course suggests a frame of reference for success in such encounters, or at least some useful guides for cross-cultural interaction, i.e. successful learning by doing.

Course topics

- What is intercultural competence and why is it useful?
- Concepts of culture and about dimensions of cultural difference
- Adjustment problems regarding new cultural environments ("culture shock")
- What is "typically Norwegian" and about the importance of cultural know-thyself. Living conditions and value climate in Norway today.
- Cultural differences as a potential source of conflict
- Intercultural communication. The field and its most important issues.
- Intercultural competence: obstacles, potentials and skills.

### Objective

Initiate/ further development of cross-cultural competence with a focus on business contexts

Provide theoretical knowledge and understanding

create self&other awareness

provide cultural knowledge (home culture as a point of departure)

provide a basis for development of communication and conflict prevention skills

teach students how to learn (open attitudes as an almost sufficient condition)

### Prerequisites

No particular prerequisites are required.

### Compulsory literature

Brinkmann, J. og T.H. Eriksen. 1996. *Verden som møteplass: essays om tverrkulturell kommunikasjon*. Bergen - Sandviken: Fagbokforlaget.

Beamer, L. and I. Varner. 2001. *Intercultural communication in the global workplace*. 2nd ed. Boston, Mass.: McGraw-Hill.

### Recommended literature

Bennett, M.J., ed. 1998. *Basic concepts of intercultural communication*. Yarmouth, Me.: Intercultural Press.

Brinkmann, J., red. 1996. *Artikkelsamling: Tverrkulturelle perspektiver*. Sandvika: BI Forlag.

Schneider, S. & J. L. Barsoux. 1997. *Managing across cultures*. London: Prentice Hall.

Eriksen, T. H., red. 2001. *Flerkulturell forståelse*. 2. utg. Oslo: Universitetsforl.

Hellevik, O. 1996. *Nordmenn og det gode liv*. Oslo: Universitetsforlaget.

Also consult the list of references at the back of Brinkmann and Eriksen 1996 which will be commented orally when needed.

### Course outline

**Computer-based tools**

Computer-based tools are not used.

**Course structure**

The course is taught intensively over 2-3 weeks and consists of 36 teaching hours. The lectures may also be given entirely in English. For English-speaking students, the compulsory literature in Norwegian will then be replaced by equivalent English literature.

**Evaluation**

A 72-hour take-home exam concludes the course. The paper may be written individually or in groups of up to 3 students.

**Evaluation code(s)**

EXP 91201 Cross-cultural perspectives - take-home exam, which accounts for 100% of the grade in EXP 9120, 6 ECTS credits.

**Aids at the examination**

All aids are allowed.

**Makeup exam**

A makeup exam is held at the end of the next course.