



APPLIES TO ACADEMIC YEAR 2005/2006

MRK 2422 Cross-Cultural Communication

Program

Bachelor of Science in Business (3. year), Bachelor of Science in Marketing (2. year)

Responsible for the course

Roberta Wiig Berg

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

12

Objective

Members of the Norwegian business community must communicate in a world of increasing diversity. Success will more and more depend on the ability to interact successfully with "different others" - clients, customers, colleagues, subordinates, leaders, and representatives of stakeholder groups who have varied educational backgrounds, mindsets, nationalities, and ethnicities. This diversity can enrich an organization, but it can also make communication challenging - difficult.

The objectives of the course are 1) to increase the student's awareness of cultural values and communication differences and similarities; 2) to deepen the student's understanding of the ethical requirements for good cross-cultural communication; 3) to improve the student's communication skills; and ultimately 4) to increase the student's ability to function effectively in a diverse group. This course will help our students deal professionally with a wide range of differences - with knowledge, sensitivity, and respect for the values of others, but equally important, with knowledge of and respect for their own values.

The course is interdisciplinary, drawing on the fields of culture, communication, literature, anthropology, sociology, and history.

Prerequisites

No special prerequisites.

Compulsory literature

Books:

Varner, Iris og Linda Beamer. 2005. Intercultural communication in the global workplace. 3rd ed. Boston: McGraw-Hill

Other:

Course Material Collection

Handouts

Videos shown in class. (Available for viewing in the library.)

Recommended literature

Books:

Argyris, Chris. 1990. Overcoming organizational defenses: facilitating organizational learning. Boston: Allyn and Bacon

Beck, Ulrich and Elisabeth Beck-Gernsheim. 2002. Individualization: institutionalized individualism and its social and political consequences. London: Sage

Hofstede, Geert. 2005. Cultures and organizations: software of the mind. 2nd rev. ed. New York: McGraw-Hill

Munter, Mary. 1997. Guide to managerial communication. 4th ed. Upper Saddle River, N.J.: Prentice Hall

Trompenaars, Fons og Charles Hampden-Turner. 1997. Riding the waves of culture: understanding cultural diversity in business. 2nd ed. London: Nicholas Brealey

Course outline

- Cultural Concepts
- Norwegian Cultural Values
- Communication Theory and Skills Development
 - Presentation technique
 - Dialogue
 - Debate
 - Teamwork
- Culture Specific Information
- Ethics

Computer-based tools

Powerpoint

Course structure

The course is based on 84 hours of class over two terms:

- MRK 2423 Cross-Cultural Communication 1 - autumn
- MRK 2424 Cross-Cultural Communication 2 - spring

In addition to lectures, students participate in workshops and exercises designed to give them feedback on their communication skills development.

Major objectives of the course involve the development of communication and teamwork skills. Therefore, the student will be assigned to a team and be expected to work conscientiously with this group of "different others" to fulfill certain course requirements. This involves a commitment to being available for teamwork and to keeping up-to-date with the course material. Teams will be given time at the beginning of fall semester to adjust to their internal variety; disfunctional teams/team members will be counseled during the beginning of fall semester, and measures will be taken to insure that all teams are functioning by the time the first graded assignment is due. (N.B. In extreme cases, this may mean that individuals will be excluded from their teams or assigned to other teams. If no other solutions are found for these individuals to complete the teamwork requirements, this can mean that they will not meet certain course requirements and will need to attempt these again during the following course.)

Our students will be working in the global business community. Members of this community must be culturally sophisticated and command the communication skills necessary to function optimally. To help achieve these goals, the language of the course and all examinations connected with the course is English.

Evaluation

Final grade in the course is based on following activities and weighting:

- Part 1 - MLM assignment (Fall): 5% (Mutual Learning Model)
- Part 2 - Trial presentations (Fall): Pass/Fail (Must be passed in order to take the oral presentation examination. One make-up trial will be available at the end of fall semester.)
- Part 3 - Midterm examination (Fall): 10% (Multiple choice and/or short answer)
- Part 4 - Debate exercise (Spring): Pass/Fail (If failed, an "F" weighted 10% (of 25%) will be averaged into the oral presentation grade.
- Part 5 - Team Project: 40% of final grade. (Must be passed to pass the course.)
- Part 6 - Individual oral presentation: 25 % of final grade. (Must be passed to pass the course.)
- Part 7 - Individual 2-hour written examination: 20 % of final grade. (Must be passed to pass the course.)

Evaluation code(s)

MRK 24221 - Process evaluation account for 100% of the final grade in the course MRK 2422 Cross-Cultural Communication, 12 credits.

Aids at the examination

None for the mid-term and the 2-hour written examination.

Makeup exam

A re-sit is held in at the next scheduled exam in the course. Students who are taking new exam must take the course all over including all parts of evaluation.