



APPLIES TO ACADEMIC YEAR 2006/2007

GRA 6333 Identity and Intercultural Communication

Program

Advanced Specialization Course (MSc), Master of Science in Business and Economics, Master of Science in Business and Economics (International Management), Master of Science in Management

Responsible for the course

Maria Isaksson

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

Objective

This course aims at giving students an understanding and in-depth treatment of how communication and culture shape our identities and make a difference in intercultural encounters. The theoretical focus is on how disciplines in the field of intercultural communication approach and construct identity. Identity is treated as a social, cultural, discursive, national and organizational construction that presupposes reflection of students when constructing their own models of identity in the international business community. Questions relevant in the course are 'Who needs identity and – why?', 'Where does it come from and what does it consist of?', 'What makes identity more complex and challenging for future professionals in multi-cultural contexts?', 'How can knowledge of identity help improve communication with dissimilar others?', 'How is identity relevant for professionals at work in the global arena?' Many of the topics will be approached through discourse analysis. The course is research oriented, theoretical, and invites students to critical analysis and critical thinking.

Prerequisites

GRA 6330 Managing Differences: Culture and Diversity.

Compulsory literature

Books:

Holliday, Adrian, Hyde, Martin and John Kullman. 2004. Intercultural communication : an advanced resource book. London: Routledge

Recommended literature

Course outline

- Identity and self
- Theories in intercultural communication
- Facework and politeness
- Us and others
- Professional identity
- National identities
- Organizational identities

Computer-based tools

Blackboard/homepage

Course structure

36 hours.

Evaluation

Your course grade will be based on the following activities and weights:

20% Participation
50% Final term paper (in groups of 2 - 3 students)
30% Mid-term open book exam 30% (3 hours)

Evaluation code(s)

GRA 63331 accounts for 100 % of the final grade in the course GRA 6333.

Aids at the examination

Open book exam

Makeup exam

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

Honor Code

Academic honesty and trust are important to all of us as individuals, and they are encouraged and promoted by the honor system. This is a most significant university tradition. The honor system is the responsibility of students. As faculty, we share the commitment to the ideals of the honor system.

At no time should notes or papers or personal consultations based on previous semesters of this course be used. As part of the honor code papers handed in as part of the course is, at the discretion of the professor, scanned for plagiarism. We are using Safe Assignment in Black Board for this purpose. Any violation of the honor code will be dealt with in accordance with BI's procedures on cheating. These issues are a serious matter to everyone associated with the program. They are at the heart of the Honor Code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.