



GJELDER FOR STUDIEÅRET 2006/2007

MRK 2422 Cross-Cultural Communication

Studium

Bachelor in Business Administration (3. år)

Kursansvarlig

Roberta Wiig Berg

Institutt

Kommunikasjon - kultur og språk

Semester

Se studieplan for aktuelt studium

Studiepoeng

12

Mål

Forkunnskaper

Obligatorisk litteratur

Bøker:

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

Annet:

Course Material Collection

Handouts

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

Anbefalt litteratur

Bøker:

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

Emneoversikt

Dataverktøy

Gjennomføring

Eksamen

Eksamenskode(r)

Hjelpemidler til eksamen

Kontinuasjon