

UNIVERSITY OF RHODE ISLAND
COLLEGE OF BUSINESS ADMINISTRATION
Summer 2008/China Business Group

BUS 317
International Business Communications

This course introduces the concepts, skills and issues that are critical in business communication across borders. As organizations globalize, we increasingly have to interact, manage, negotiate and compromise with people having different mindsets. Working with people whose values and beliefs, not to mention languages and customs, are different from your own can make for costly misunderstandings. Experience tells us, often painfully, that one's behavior and actions are not separate from one's 'way of seeing' the world.

The course focuses on how different perceptions provide perspective, and this provides a reflective lens for understanding ourselves and our own immediate world in communications. Within the context of differences in perceptions, the course fulfills the logical sequence of awareness, knowledge and skills in business communications. This sequence applies to international and transnational organizations and to cross-cultural situations.

Course Objectives:

1. To introduce several important theories of cross-cultural communication.
2. To help students obtain critical skills necessary in cross-cultural communication.
3. To help students appreciate the pros and cons of globalization.
4. To provide the students with the opportunities to practice communicating with their counterparts.

Grading

Classroom Interaction: Regularity and Quality: 50%

Final Presentation: 50%