

## COURSE DETAIL

### CROSS-CULTURAL COMMUNICATION

**Country**

Taiwan

**Host Institution**

National Taiwan University

**Program(s)**

National Taiwan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

104

**UCEAP Course Suffix****UCEAP Official Title**

CROSS-CULTURAL COMMUNICATION

**UCEAP Transcript Title**

CROSS CULTR COMM

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

The purpose of this practical, discussion-oriented (PBL) course is to investigate the important role that culture plays in international business scenarios and hone students' overall English proficiency levels. After learning some basic cross-cultural communication theories, principles and concepts, the course discusses different ways of increasing intercultural-communicative competence and global English-language proficiency skills.

Working in groups, students present on various topics related to their home culture; the "multimodal" role they play in their own communities, and how to use the course contents to improve their understanding of engagement in international business situations. In doing so, we will discuss issues of cultural business etiquette; stereotypes; inclusion, and SDG-sustainability in today's global marketplace.

### Language(s) of Instruction

English

### Host Institution Course Number

BA6630701

### Host Institution Course Title

CROSS-CULTURAL COMMUNICATION

### Host Institution Campus

National Taiwan University of Science and Technology (NTUST)

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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