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 Course Details
https://dss20.ntust.edu.tw/Edua/app/qry_linkoutline.aspx?semester=1112&courseno...

Host Institution Campus
National Taiwan University of Science and Technology (NTUST)

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2022-2023

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