

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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