COURSE DETAIL

ENGLISH IN GLOBAL BUSINESS
Country Japan
Host Institution Doshisha University
Program(s) Japanese in Kyoto
UCEAP Course Level Upper Division
UCEAP Subject Area(s) International Studies Communication
UCEAP Course Number 105
UCEAP Course Suffix
UCEAP Official Title ENGLISH IN GLOBAL BUSINESS
UCEAP Transcript Title ENGLISH/GLOBAL BUS
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

Thomas Friedman predicted in his famous book “The World is Flat” that the advancement of IT would blur the borders and boundaries on this planet so everyone in the world, wherever they are and whatever they do, would be locked into the global supply chain and therefore the global competition, whether they like it or not.

His prediction seems accurate in that now everyone is a part of a so-called globalized economy. Business processes are being standardized across borders, and people have begun to speak a common language, i.e., English. The world would be a much more homogeneous place if globalization continued at this pace.

But are we really living in such a monotonous world? Despite globalization, our life, both professional and private, is full of surprises, discoveries, misunderstandings, and even conflicts, arising from cultural differences worldwide. This is partly because globalization has brought in more participants than ever to the world arena, and each participant behaves upon the values of their own home culture. Indeed, there are a variety of cultures in play in this seemingly globalized world.

This course tries to address the issue of globalization in two aspects: 1) English as a Lingua Franca, and 2) cultural diversity. The first half of the course examines how the business world is linked by the global common language, i.e., English, from a standpoint slightly different to the traditional one. In the second half, the course explores the world as a culturally diverse place, that will hardly cease to exist in the coming future.

Language(s) of Instruction
English

Host Institution Course Number
N/A

Host Institution Course Title

INTERNATIONAL BUSINESS A-51: LANGUAGE AND CULTURE IN INTERNATIONAL BUSINESS

Host Institution Course Details
https://syllabus.doshisha.ac.jp/html/2023/9004/99004021051.html

Host Institution Campus
Doshisha University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Center for Japanese Language and Culture

Course Last Reviewed
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