

## Master Affaires et Management International (M2 AMI)

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Titre du Cours :	<b>INTERNATIONAL BUSINESS COMMUNICATION</b>
<i>Course Title:</i>	
Heures :	20h
<i>Lecture hours:</i>	
ECTS Credits:	3

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➤ **PRE-REQUIS-PRE-REQUISITE**  
*none*

➤ **OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES**

- Understand the concepts and elements of international business communication and the different target audiences
- Gaining knowledge of social, cultural and personal differences of people in different cultures and from different backgrounds
- Learning how to communicate from a business perspective with people from different cultural backgrounds

➤ **CONTENU DU COURS / DESCRIPTION OF THE COURSE**

In five intensive sessions, partly theoretical, partly practical, various aspects of international business communication and cultural diversity will be studied, supported by practical examples/case studies. Group presentations will also be part of this course.

➤ **LISTE DES SUJETS OU RESUME DES SÉANCE/ TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE**

Session 1

- Introduction of the course and its requirements
- Introduction International Business Communications
- What is Culture?

Session 2

- Power Distance in society
- Individualism (vs Collectivism) in society

Session 3

- Masculinity (vs Femininity) in society
- Uncertainty Avoidance in society

Session 4

- Long Term Orientation in society
- Indulgence (vs Restraint) in society
- Organisational Culture and Strategy

Session 5

- Intercultural encounters
- Briefing on writing individual paper

➤ **METHODES D'EVALUATION (CONTROLE CONTINU) / EVALUATION AND GRADING**

Attendance/participation	10%
Group presentations (3):	30%
Individual paper 1 (see below):	30%
Individual paper 1 (see below):	30%
Final Grade	100%

**INDIVIDUAL WRITTEN PAPERS**

Two individually written papers (1.200-1.500 words per paper) that count for 30% each of the final grade, to be handed in 4 1/2 weeks at the latest after the lecture series has finished

**ATTENDANCE**

Constructive contribution to class discussions is an integral part of this course, since - **attendance at classes is very important**. Past experience has shown that there is a strong positive correlation between class attendance and students' course grade. Timely arrival for classes is a must. **Students are expected to arrive 10 min before the start of class. If you are late more than 5 min. wait until the break to enter the classroom.**

**PARTICIPATION and CONTRIBUTION TO CLASS DISCUSSIONS**

Students are expected to participate actively in class discussions. Success in the business environment requires the ability to network and collaborate with others in order to achieve mutually desirable goals. The classroom is an excellent forum for students to practice exchanging information, challenge proposals and develop solutions.

Preparation of course material and questions in advance will help to facilitate participation and contribution to class discussion.

**Come prepared to class**

In order to be successful in the in-class discussion students have to read carefully the assigned texts and cases prior to class.

**Grading group presentations**

The group presentations will be graded on quality, quantity and equal participation of individual students; students need to present and participate in the group presentation in order to be awarded the 'group grade' for this presentation.

➤ **REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY**

**REQUIRED:**

Hofstede, G. (2011). Dimensionalizing Cultures: The Hofstede Model in Context.

Online Readings in Psychology and Culture; Unit 2, Subunit 1. Download:

<http://dx.doi.org/10.9707/2307-0919.1014>

Hofstede's Research on Cross-Cultural Work-Related Values: Implications For Consumer Behavior

Laura M. Milner, Dale Fodness, Mark W. Speece

European Advances in Consumer Research Volume 1, 1993; Pages 70-76. Access:

<http://acrwebsite.org/volumes/11610/volumes/e01/E-01>

**RECOMMENDED:**

*Hofstede, G. Cultures and Organisations. Intercultural Cooperation and Its Importance for Survival. Software of the Mind. Profile Books Ltd., London, 2003. Paperback edition, ISBN 978 1 86197 543 0. Other/newer editions and/or the French version are recommended as well.*