

**WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION**

COURSE TITLE: International Communication

COURSE NUMBER: BBM 401

PREREQUISITE(S): BBM 201 and BBM 301

COURSE DESCRIPTION:

This course looks at the importance of international communication in today's business environment. All organizations to some degree operate in a global environment. Topics included in the course are cultural self-awareness and its importance to the business environment, Differences in oral and nonverbal communication in various cultures, preparing for business assignments overseas, analysis of communication differences in international meetings, negotiations, and work and social relationships are discussed. The course identifies the cultural, economic, political implications that affect international communications.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Define the importance of cultural self-awareness as it relates to the business environment

Learning Objectives: The student will:

- A-1 Describe the factors associated with one's cultural self-awareness
- A-2 Identify the roles of assumptions, perception and misperception in relation to how individuals communicate in an international environment

GOAL B:

Identify the influence of cultural, economic, and political factors on the international communications process

Learning Objectives: The student will:

- B-1 Recognize the influence of a countries culture on international communication
- B-2 Define the role of economics in the international communication process
- B-3 Discuss the importance of political factors as they relate to international communication

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GOAL C:

Identify the differences in both oral and nonverbal communications between various countries

Learning Objectives: The student will:

- C-1- Describe the differences in oral communication among various countries
- C-2 Explain nonverbal communication differences associated with various countries

GOAL D:

Identify important factors associated with international communication related to the actual international work environment

Learning Objectives: The student will:

- D-1 Assess what is needed to run a successful international business meeting
- D-2 Identify the international communication factors associated with negotiations
- D-3 Discuss how to maintain work and social relationships for international communication
- D-4 Construct a plan for business assignments overseas with respect to international communication