



## **Module 1 – Business Communications**

Module 1—required, equivalent to 3.0 credit hours

39 lecture hours and academic projects

### **DESCRIPTION**

Business Communications will focus on the development and enhancement of skills in written/oral business communication, non-verbal communication, and cross-cultural communication. Students will learn how to develop efficient use of verbal and non-verbal skills in business situations and be able to use language to convey specific messages to intended audiences.

Upon successful completion of this course, students will be able to:

- demonstrate an understanding of principles of effective business communications
- comprehend and implement cross-cultural communication strategies
- apply cultural models and frameworks to ensure successful communications in an international business context
- negotiate effectively in intercultural meetings
- understand the key aspects of communications in virtual teams
- develop effective business communications and send through appropriate communication channels within an organization in a global environment
- understand and use non-verbal communication skills across cultures
- develop and deliver effective multimedia presentations in global contexts

### **OBJECTIVES**

This business communications course will start with the premise that all communication is cross-cultural in orientation. After all, when communication occurs between two or more people, the specific viewpoint of the communication partner must be considered. During the course we will explore the most relevant cross-cultural analytical models of Hofstede, Trompenaars, Schwartz, and the GLOBE. Based on this understanding students will develop the skills to determine under which conditions these models can be used to enhance their communication effectiveness.

Classroom activities will include open group discussions, team skill development, and personal oral presentations. Video recordings of group presentations will be used for personal reflection of effective presentations.



## OUTCOMES

- Understand the principles of cross-cultural communication
- Understand the impact of a national cultural background on one's identity
- Learn to reflect on their own behavior regarding cross-cultural communication
- Learn how to more effectively communicate across cultures
- Learn that negotiation across national boundaries is strongly culture dependent
- Learn to reflect on their own behavior in intercultural interactions
- Exploration of cross-cultural communication skills
- Development of professional presentation skills

## SCHEDULE

When	Topic
Session 1	Course Introduction
Session 2	Communication Theory
Session 3	Effective Communications
Session 4	Persuasive Communications
Session 5	Audience Analysis
Session 6	Cultural Theory for the Cultural Context
Session 7	Global Dexterity for Enhanced Communication
Session 8	Emotional Intelligence in Communication
Session 9	Cross Cultural Negotiations
Session 10	Virtual Communications
Session 11-12	Presentation and Report Preparation
Session 13	Final Group Presentations

## EVALUATION ELEMENTS

Class Participation (Individual)	20%
Communication Analysis (Individual)	15%
Global Dexterity & Communications (Individual)	15%
Final project and presentation (Team)	50%
<b>Total</b>	<b>100%</b>



## GRADING SCALE

The following table demonstrates the equivalent letter grades:

Percentage Range	Letter Grade	Grade Point Average
90-100%	A+	9
85-89%	A	8
80-84%	A-	7
77-79%	B+	6
73-76%	B	5
70-72%	B-	4
65-69%	C+	3
60-64%	C	2
50-59%	D	1
0-49%	F	0

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<https://web.uvic.ca/calendar2020-01/undergrad/info/regulations/academic-integrity.html>