

CROSS CULTURAL ENGAGEMENT AND SKILLS DEVELOPMENT

CÓDIGO ASIGNATURA	TOTAL SEMESTER		DISTRIBUTION				
	SCT	UD	CAT	TALL	LAB	PC	
	4	64					SEMESTER IN ENGLISH
SEMESTER	AUTONOMOUS LEARNING TIME					REQUIREMENTS	
	32H					ENGLISH LEVEL B2 OR HIGHER	
COURSE DESCRIPTION							
<p>The objective of this course is to introduce the concept and key features to use in modern business communication. The students will learn to understand, analyze, and apply a series of fundamental skills and techniques to employ in organizations, and assist the students to convey key messages and nurture key relationships.</p>							
COMPETENCES ASSOCIATED WITH THE PROFILE							
LEARNING OUTCOMES							
<p>The key learning outcomes of the course are:</p> <ul style="list-style-type: none"> • Introduce and understand the basic principles of business communication. • Understand and apply best practices in writing effective business emails. • Understand and apply best practices in preparing resumes and cover letters in different types of outlets for MNCs. • Develop and make use of best practices for impromptu speech. • Use effective communication skills during the interview process. • Apply business best practices in telephone and videoconference conversations. 							
KEY CONTENT							
TEACHING AND EVALUATION METHODOLOGIES							
<p>The course will use a hybrid active teaching-learning method based on in-course lectures and discussions, revision of case studies, as well as training and preparation of different types of multimedia contents and messages for hybrid distance/in-person business relationships, using a mock MNC throughout the semester. This will include classroom and online demonstrations, practice sessions, student-led presentations, video recordings as well as peer-review and analysis.</p> <p>The course will also introduce an essential toolbox of must-use day-to-day resources and applications for effective communication.</p>							

BASIC BIBLIOGRAPHY

Books and Articles:

- Argenti, P.A. (2004) 'Collaborating with activists: how Starbucks works with NGOs', *California Management Review*, 47 (1): 91-116.
- Atkinson, C. (2011). *Beyond bullet points: Using Microsoft PowerPoint to create presentations that inform, motivate, and inspire*. Pearson Education.
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- Duarte, N. (2012). *HBR Guide to Persuasive Presentations*. Harvard Business Review Press.
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- Feldman, O. (Ed.). (2021). *When Politicians Talk: The Cultural Dynamics of Public Speaking*. Springer Nature.
- Gillis, T. (Ed.). (2006). *The IABC handbook of organizational communication: a guide to internal communication, public relations, marketing and leadership*. John Wiley & Sons.
- Kimani, E., Shamekhi, A., & Bickmore, T. (2021). Just breathe: Towards real-time intervention for public speaking anxiety. *Smart Health*, 19, 100146. <https://doi.org/10.1016/j.smhl.2020.100146>
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- Nawi, R. A., Yasin, B., & Champion, I. C. (2015). Impromptu: Great impromptu speaking is never just impromptu. *Studies in English Language and Education*, 2(2), 146. <https://doi.org/10.24815/siele.v2i2.2697>
- Phillips, D.P., Kanter, E.J., Bednarczyk, B. and Tastad, P.L. (1991) 'Importance of the lay press in the transmission of medical knowledge to the scientific community', *New England Journal of Medicine*, 325: 1180-1183. Reynolds, Garr (2009).
- *Presentation Zen Design: Simple Design Principles and Techniques to Enhance Your Presentations (Voices That Matter)* Pearson Education.
- Sheridan, R. (2011). *Impromptu Speaking Tips*. Training Magazine.

Websites

- 100 great resume words. AIE. (2017, June 29). <https://www.aie.org/life-after-college/starting-your-career/building-a-resume/100-great-resume-words/>

- Commisceo. (n.d.). Country Guides. Commisceo Global Consulting Ltd. Retrieved March 10, 2022, from <https://www.commisceo-global.com/resources/country-guides>
- Cross-Cultural/International Communication - Encyclopedia - Business Terms. Inc.com. <https://www.inc.com/encyclopedia/cross-cultural-international-communication.html>
- DiScala, J. E. (2019, July 31). 5 customs every International Business Traveler should know. Inc.com. <https://www.inc.com/john-discala/5-customs-every-international-business-traveler-should-know.html>
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