BASIC COURSE INFORMATION

COURSE NUMBER: BBM 401

COURSE TITLE: International Communication

I. LEARNING OUTCOMES AND GOALS:

Prerequisites are: BBM 201 and BBM 301

GOALS: The student should be able to:

1) Define cultural self awareness

2) Identify oral and nonverbal communication differences globally

3) Contextually prepare for work assignments for organizations overseas

4) Identify intercultural communication differences relating to meetings, negotiations and social relationships

II. RATIONALE:

The course examines improving the effectiveness of and reducing the barriers to communication among various cultures within the business environment.

III. EXTERNAL ASSIGNMENTS, RUBRICS, RESOURCES, REFERENCES, REQUIRED MATERIAL.

RESOURCES: HANDOUTS BY THE FACULTY MEMBER OR AN ASSIGNED TEXT RELATING TO THE SPECIFIED TOPIC.
REQUIRED TEXT: INTERCULTURAL BUSINESS COMMUNICATION