

COURSE TITLE	CROSS CULTURAL BUSINESS COMMUNICATION
COURSE CODE	04IB0602
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyze the concept of culture and its influence on communication in international business contexts.
- 2 Apply analytical frameworks to compare and interpret cultural differences across regions.
- 3 Adapt verbal and non-verbal communication styles to suit diverse cultural environments.
- 4 Demonstrate effective interaction skills in cross-cultural professional situations.
- 5 Evaluate and build strategic cultural readiness for international careers, with a focus on Indian professionals.

Pre-requisite of course:None

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Cross-Cultural Communication in International Business Definitions of culture and communication; , how culture shapes perceptions and behavior; , elements of Indian business culture (hierarchy, indirectness, relationship-orientation); , cultural bias and ethnocentrism; , why cross-cultural communication matters for Indian international businesses	12
2	Understanding Cultural Differences: Tools and Frameworks Hofstede's cultural dimensions (India vs. USA, Germany, UAE, Japan); , Hall's high- and low-context communication; , culture-specific expectations in areas such as punctuality, feedback, decision-making, and formality.	12
3	Communicating Across Cultures: Styles, Signals, and Etiquette Non-verbal cues (gestures, posture, eye contact, silence); , verbal styles (direct vs. indirect, high-context vs. low-context); , etiquette in greetings, meetings, gift exchange, and dress code; , Indian norms vs. regional expectations (USA, Gulf, Japan); , cultural missteps and how to avoid them.	12

Contents : Unit	Topics	Contact Hours
4	Business Communication Across Cultures Communicating in formal business presentations: adapting style, tone, and content for global audiences, Cross-cultural negotiation basics: politeness, assertiveness, concessions, and non-verbal signals, Working in multicultural teams: task vs. relationship orientation, managing disagreement, giving feedback, Etiquette and effectiveness in virtual meetings: scheduling across time zones, handling silence, turn-taking	12
5	Strategic Readiness for Global Business Communication Building cultural intelligence (CQ); , long-term communication strategy for cultural adaptation;, trust-building and credibility;, common challenges Indian professionals face abroad;, final project: designing a cultural communication strategy for a specific country (e.g., UAE, Japan, UK).	12
Total Hours		60

Textbook :

- 1 Thomas, D. C., & Inkson, K. (2017). Cultural Intelligence: Surviving and Thriving in the Global Village. Berrett-Koehler Publishers. 3rd Edition., Thomas, D. C., & Inkson, K, Berrett-Koehler Publishers. , 2017
- 2 Martin, J. N., & Nakayama, T. K. (2022). Intercultural Communication in Contexts. McGraw-Hill Education. 8th Edition., Martin, J. N., & Nakayama, T. K., McGraw-Hill Education, 2022

References:

- 1 The Culture Map. PublicAffairs., The Culture Map. PublicAffairs., Meyer, E., PublicAffairs., 2021
- 2 Cultures and Organizations: Software of the Mind, Cultures and Organizations: Software of the Mind, Hofstede, G. , McGraw-Hill., 2018

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

- 1 Theory
- 2 Case studies and real-world examples

Instructional Method:

- 3 Group discussions and classroom debates
- 4 Role plays and simulation activities
- 5 Short videos and TED Talks (with discussion)

Supplementary Resources:

- 1 <https://www.hofstede-insights.com>