

COURSE TITLE	INTERNATIONAL BUSINESS COMMUNICATION
COURSE CODE	04MB0119
COURSE CREDITS	4

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

- 1 Understand the basics and importance of international business communication.
- 2 Explore characteristics of effective global leaders
- 3 Adapt branding, messaging, and advertising strategies for different cultural contexts.
- 4 Acquire knowledge of protocol, manners, and cultural sensitivity crucial for successful international business interactions.
- 5 Develop negotiation skills for diverse cultural contexts.

Pre-requisite of course: Strong command of the English language, including reading, writing, speaking, and comprehension

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	Foundations of International Business Communication Definition and scope of international business communication Importance of effective communication in global business contexts Cross-cultural communication challenges and opportunities Importance of language in international business, Language barriers and strategies for overcoming them Language diversity in global business contexts Protocol and manners in international business interactions Importance of cultural sensitivity in business etiquette	15
2	Advanced Topics in International Business Communication Characteristics of effective global leaders Communicating vision and goals across cultures Leading virtual and multicultural teams, Business etiquette in different cultures Crisis communication management in a global context Developing global communication competencies	15

Contents : Unit	Topics	Contact Hours
3	Cross-Cultural Marketing Communication Understanding cultural influences on consumer behavior and preferences Developing culturally sensitive marketing campaigns for global audiences, Adapting branding, messaging, and advertising strategies for different cultural contexts Exploring global marketing trends and case studies of successful cross-cultural marketing campaigns, Ethical considerations in cross-cultural marketing communication, including cultural appropriation and stereotype avoidance	15
4	Global Business Negotiation and Diplomacy Strategies for effective negotiation in international business deals and partnerships Cultural influences on negotiation styles, tactics, and outcomes, Developing negotiation skills for diverse cultural contexts, including power distance and hierarchy Diplomatic communication techniques for building consensus and resolving conflicts in global business negotiations, Case studies and simulations to practice cross-cultural negotiation skills and strategies	15
Total Hours		60

Textbook :

- 1 Business Communication: Building Critical Skills, Locker and Stephen Kaczmarek, McGraw-Hill Education, 2020
- 2 International Business Communication, Barbara Hemphill, South-Western College Pub, 2021
- 3 Effective Business Communication, Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, McGraw-Hill Education, 2020
- 4 International Business: The Challenges of Globalization, John J. Wild, Kenneth L. Wild, Pearson, 2020

References:

- 1 Global Business Today, Global Business Today, Charles W. L. Hill and G. Tomas M. Hult, McGraw-Hill Education, 2021
- 2 International Business: Competing in the Global Marketplace, International Business: Competing in the Global Marketplace, Charles W. L. Hill, McGraw-Hill Education, 2021
- 3 Communication in Global Business Negotiations: A Geocentric Approach, Communication in Global Business Negotiations: A Geocentric Approach, Jill E. Rudd and Diana R. Lawson, Sage Publications, Inc., 2021

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
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Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	10.00	20.00	20.00	20.00	20.00

Instructional Method:

- 1 Lectures, Interactive discussions, Case study

Supplementary Resources:

- 1 • <https://www.themuse.com/advice/fashion-style>
- 2 • <https://www.forbes.com/personal-branding/>
- 3 • <https://greatergood.berkeley.edu/>
- 4 • <https://www.mindtools.com/agespp/emotional-intelligence.htm>
- 5 • <https://sloanreview.mit.edu/topic/sustainable-business/>
- 6 • <https://www.bcorporation.net/>
- 7 • <https://hbr.org/topic/leadership>
- 8 • <https://www.ccl.org/articles/leading-effectively-articles/>
- 9 • <https://rework.withgoogle.com/guides/understanding-team-effectiveness/steps/introduction/>
- 10 • <https://www.ted.com/topics/business>