

**INTERAMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
SCHOOL OF ECONOMICS
INTERNATIONAL BUSINESS DOCTORAL PROGRAM**

SYLLABUS

I. GENERAL INFORMATION

Course title	: COMMUNICATION AND INTERCULTURAL NEGOTIATION IN INTERNATIONAL BUSINESS
Code and number	: INBU 7140
Credits	: 3
Academic Term	:
Professor	:
Office Hours	:
Office telephone number	:
Electronic mail	:

II. DESCRIPTION:

**COMMUNICATION AND INTERCULTURAL NEGOTIATION IN INTERNATIONAL
BUSINESS**

Analysis of the impact of communication on different cultures for commercial purposes. Application of communication skills in multicultural commercial scenarios. Comparison of the implications of intercultural negotiations in domestic and international multicultural companies..

III. OBJECTIVES:

By the end of the course the students will be able to:

1. Explain the concepts, principles, and theories of intercultural communication and interactions provide a theoretical and conceptual framework for understanding intercultural communication and interactions explain the differences among specific cultures and co-cultures.
2. Apply the concepts, principles, and theories of intercultural communication and interactions to situations in commercial environments demonstrate increased awareness of and sensitivity to cultural differences develop strategies for effective intercultural communication and interactions communicate and interact effectively in an intercultural context demonstrating increased tolerance for ambiguity by utilizing flexible communication patterns to communicate with others in a respectful and nonjudgmental manner.

IV. COURSE CONTENTS

- A. Foundations of Intercultural Communication
- B. Intercultural Communication Processes
- C. Identity and Intercultural Communication
- D. History and Intercultural Communication
- E. Language and Intercultural Communication
- F. Cultural Spaces and Nonverbal Communication
- G. Communication and Intercultural Transitions
- H. Communication and Intercultural Relationships
- I. Conflict, Communication and Culture
- J. Ethics and Intercultural Communication
- K. Intercultural Negotiations
- L. Intercultural negotiation process and strategies

V. ACTIVITIES

- A. Class discussions
- B. Group dynamics
- C. Team presentation
- D. Research papers

VI. EVALUATION:

Course evaluation is based on the following elements:

Class discussion	25 points
Group Dynamics	25 points
Team Presentation	100 points
Research Paper 1	100 points
Research paper 2	<u>100</u> points
Total points	<u>350</u> points

Grading is based on a graduated standard distribution:

- 100- 90 A
- 89 – 80 B
- 79 – 70 C
- 69 – 0 F

VII. SPECIAL NOTES:

1. Auxiliary services or special needs

Students who require special assistance or ancillary services must request them at the beginning of the year or as soon as he (she) realizes that they need them, through the corresponding register in _____.

2. Dishonesty, fraud and plagiarism

Dishonesty, fraud, plagiarism and any other inappropriate behavior with regard to the academic work constitute major infringements sanctioned by the *Reglamento General de Estudiantes*. Major offences, according to the *Reglamento General de Estudiantes* may have as a result, among other sanctions, the suspension from the University for a defined time greater than one year or permanent expulsion from the University.

3. Use of electronic devices Cell phones and any other electronic device that could disrupt the processes of teaching and learning or alter the environment conducive to academic excellence must be deactivated. Pressing situations will be addressed, as appropriate. Handling of electronic devices to access, store or send data during evaluations or examinations is prohibited.

VIII. EDUCATIONAL RESOURCES

No textbook is required but the following are highly recommended:

Martin, J.N. & Nakayama (2012). **Experiencing Intercultural Communication: An Introduction**, 6 Ed. Mountain View, CA: Mayfield Publishing Company.

Varner, I. & Beamer, L. (2005). **Intercultural Communication in the Global Workplace**, 3rd Ed., NY: McGraw-Hill.

Hendon, Hendon & Herbig. (1996) **Cross Cultural Business Negotiations**. Westport: Praeger Publishers.

Wiseman, R. (Ed.) (1995). **Intercultural Communication Theory**. Thousand Oaks: Sage

IX. BIBLIOGRAPHY:

Topic: Foundations of Intercultural Communication

Martin, J.N. & Nakayama, T.K. (2006). **Intercultural Communication in Contexts**. Chapters 1 - 3.

Varner, I. & Beamer, L. **Intercultural Communication in the Global Workplace**. Chapter 1.

Wiseman, R. (Ed.) **Intercultural Communication Theory**. Chapters to be assigned by the professor.

Topic: Intercultural Communication Processes

Martin, J.N. & Nakayama, T.K. (2006). **Intercultural Communication in Contexts**. Chapters 4 – 8

Varner, I. & Beamer, L. **Intercultural Communication in the Global Workplace**. Chapter 2.

Topic: History and Intercultural Communication

Martin, J.N. & Nakayama, T.K. (2006). **Intercultural Communication in Contexts**. Chapters 9–12.

Topic: Language and Intercultural Communication

Martin, J.N. & Nakayama, T.K. (2006). **Intercultural Communication in Contexts**. Chapters 13- 7.

Varner, I. & Beamer, L. **Intercultural Communication in the Global Workplace**. Chapter 2.

Topic: Cultural Spaces and Nonverbal Communication

Martin, J.N. & Nakayama, T.K. (2006). **Intercultural Communication in Contexts**. Chapters 18-21.

Varner, I. & Beamer, L. **Intercultural Communication in the Global Workplace**. Chapter 6.

Topic: Communication and Intercultural Transitions

Martin, J.N. & Nakayama, T.K. (2006). **Intercultural Communication in Contexts**. Chapters 26 - 29.

Topic: Communication and Intercultural Relationships

Martin, J.N. & Nakayama, T.K. (2006). **Intercultural Communication in Contexts**. Chapters 30 – 33.

Varner, I. & Beamer, L. **Intercultural Communication in the Global Workplace**. Chapter 3.

Topic: Conflict, Communication and Culture

Martin, J.N. & Nakayama, T.K. (2006). **Intercultural Communication in Contexts**. Chapters 34 – 37.

Lee, H.O. & Rogan, R.G. (July, 1991). “A Cross Cultural Comparison of Organizational Conflict Management Behaviors”, **The International Journal of Conflict Management**, July 1991, v2 n3.

Ross, M.H. (February 1995). “Ethic Conflict and Its Management: A Narollian Analysis of a Worldwide Problem”, **Cross-cultural Research**, v29, n1, p. 70.

Gadlin, H. (January 1994). “Conflict Resolution: Cultural Differences and the Culture of Racism”. **Negotiation Journal**, v10, n1, p. 33.

Kohl, J. & Buller, P. (January 1994). "Resolving Cross-Cultural Ethical Conflict: Exploring Alternative Strategies". **Journal of Business Ethics**, v13, n1, p. 31.

Topic: Ethics and Intercultural Communication

Martin, J.N. & Nakayama, T.K. (2006). **Intercultural Communication in Contexts**. Chapters 38 – 41.

Topic: Intercultural Negotiations

Hendon, Hendon & Herbig. (1996). **Cross-Cultural Business Negotiations**. Westport: Praeger Publishers.

Salacuse, J.W. (May 1999). Intercultural Negotiation in International Business Group Decision and Negotiation., v8, n3, pp. 217 – 236.

Chaney, L. H. & Martin J. S. (2005). **Intercultural Business Communication**, 4th Ed. Englewood Cliffs, NJ: Prentice Hall. Chapters to be assigned by the professor.

A. Books:

Chaney, L.H. & Martin, J.S. (2003). **Intercultural Business Communication**, 3rd Ed. Englewood Cliffs, NJ: Prentice Hall.

Ferraro, G.P. (2002). **The Cultural Dimensions of International Business**, 4th Ed. Englewood Cliffs, NJ: Prentice Hall.

Gudykunst, W. & Young, Y.K **Communicating with Strangers: An Approach to Intercultural Communication**, 4th Ed. NY: McGraw-Hill

Hall, E.T. & Hall, M.R. (1990). **Understanding Cultural Differences**. Yarmouth, ME: Intercultural Press, Inc.

Harris, P R & Moran, R T (1996) **Managing Cultural Differences: Leadership Strategies for a New World**. Texas: Gulf Pub. Co. [UK Edition]

Hofstede, G. (1992) **Cultures and Organizations: Software of the Mind**. NY: McGraw-Hill.

Martin, J.N. & Nakayama, T.K. (2006). **Intercultural Communication in Contexts**, 4th Ed. NY: McGraw-Hill.

Mead, R. (2005). **International Management: Cross-cultural Dimensions**, 3rd Ed. London: Blackwell.

Samovar, L.A. & Porter, R.E. (2006). **Communication Between Cultures**, 6th Ed. NY: Wadsworth/Thomson.

Terpstra, V. and Kenneth David. (1991). **The Cultural Environment of International Business**. Cincinnati, OH: South Western.

B. Journals and Newspapers

Academy of Management Journal

Administrative Management

Advanced Management Journal
Caribbean Business Review
Comercio y Produccion
Foreign Affairs
Harvard Business Review
International Organizational Behavior
International Studies of Management and Organizations
Journal of Business Ethics
Journal of Cross Cultural Psychology
Journal of International Business Studies
Journal of Management Development
Journal of Management Studies
Management International Review
Management Review
Management Science
Management Solutions
Management Today
New York Times
Organization Studies
Organizational Dynamics
Organizational Studies
The Negotiator Magazine

C. Websites

Academy of Management (www.aom.pace.edu)
American Communication Association (www.americancom.org)
Asian Institute for Development Communication (Aidcom) (www.aidcom)
Asoc. Latinoamericana de Investigadores de la Comunicacion (ALAIC) (<http://alaic.net>)
Association for Business Communication (www.businesscommunication.org)
Association for Women in Communication (www.womcom.org)
Business Research (www.hoovers.com)
Business Week (www.businessweek.com)

Center for Global Communication (GLOCOM) (www.glocom.ac.jp/e)
Center for Research in Conflict and Negotiation (CRCN) (www.smeal.psu.edu/crcn)
Entrepreneur (www.entrepreneur.com)
Entrepreneur Magazine (www.entrepreneurmag.com)
European Communication and Research Education Association (ECREA) (www.ecrea.edu)
Forbes (www.forbes.com)
Harvard Business Review (www.hbsp.harvard.edu)
Intercultural Communication Institute (www.intercultural.org)
International Association for Business Communication (www.iabc.com)
International Communication Association (www.icahdq.org)
Society for Intercultural Education, Training and Research (SIETAR) (www.sietar.org)
Strategic Management Society (www.smsweb.org)
The Center for International Development at Harvard University: Global Trade Negotiations
(www.cid.harvard.edu/cidtrade)
The Centre for the Study of Communication and Culture (CSCC) (www.csc.scu.edu)
Wall Street Journal (www.wsj.com)
World Communication Association (<http://facstaff.uww.edu/wca>)