

Group: IMTH Degree: Master Course: Cross-cultural Communication and Management

1. Credits: 3

2. Grade & Semester: Second year, first semester

3. Prerequisites: N/A

4. Course objectives:

The main tasks of this course are to train students to: (1) understand the cultural confusion caused by cultural differences, the ways of cross-cultural communication, master the corresponding skills and be sensitive to cultural differences, and avoid "culture shock". (2) Understand the conflicts that arise in international and transnational operations, so as to better adopt relevant cultural integration measures and communication strategies to effectively resolve those contradictions and conflicts caused by cultural differences.

5. Course description/outline:

Intercultural communication is an emerging discipline that integrates cross-cultural issues and communication, and its goal is to cultivate high-level talents in foreign-related business in the context of economic globalization, that is, a kind of compound talents who are familiar with international business professional knowledge and good at cross-cultural communication.