

INTERNATIONAL BUSINESS COMMUNICATIONS

International Business Communications is the study of communication in a global context. It involves understanding the cultural, linguistic, and organizational differences that affect communication across borders.

The course covers various aspects of international communication, including cross-cultural communication, negotiation, and global marketing. It aims to equip students with the skills and knowledge necessary to succeed in a global business environment.

Key topics include the importance of cultural awareness, the role of language in international communication, and the challenges of working in diverse teams. Students will learn how to adapt their communication style to different cultures and how to effectively manage cross-cultural conflicts.

The course also explores the impact of technology on international communication and the role of global communication in business success. Through a combination of lectures, case studies, and practical exercises, students will gain a deep understanding of the complexities of international business communication.