

This syllabus cannot be copied without the instructor's express consent.

Florida International University • [SEMESTER] [YEAR] Syllabus  
College of Architecture + The Arts • Communication Arts Department  
**International Business Communication COM 4430 – [SECTION]** (Ref. # XXXXX)  
[DAYS] [TIME] [ROOM]

Professor: XXX XXX Email: XXX.fiu.edu Web: www.fiu.edu/~xxx  
Phone: 305-348-XXXX Office: VH 212 Office Hours: XXXXX XXXXXXX

University Drop Date: [DROP DATE] (*Last day to drop a course with a DR grade*)

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### **TEXT**

Title: Intercultural Communication in the Global Workplace  
Author: Linda Beamer, Iris Varner  
ISBN: 9780073525068  
Edition: 4<sup>th</sup>  
Publisher: McGraw-Hill Companies

**Additional material:** There will be additional and notes provided in class by the instructor throughout the semester.

Students must use research skills to obtain materials for the case study project: the instructor will select five to ten real-world international business situations or problems that show the importance of sensitivity to local, international and intercultural understandings. Students will research these situations in depth.

### **COURSE DESCRIPTION**

This course provides the theoretical and experiential framework for examining the meaning of communication in global business. By focusing on the analysis of national and organizational cultures, it aims to increase the student's awareness of international values and communication differences and similarities. This course facilitates student learning about diversity in a professional and ethical manner, by providing knowledge, sensitivity, and respect for the values of others, but equally important, with knowledge of and respect for their own values.

### **Global Learning**

While it may not be surprising that a course on international business communication pays extensive attention to cultural difference, it is important to note the perspective we will take as we analyze these differences throughout the course.

To understand the way culture shapes business involves more than learning greetings in local languages or lists of cultural “do’s and don’t’s” From the perspective of communication theory, cultures are *performative*, that is, they exist as they take shape in the words, symbols, rituals and interactions of people. They

profoundly shape our identities and perspectives, yet are also dynamic, changing over times as they interact with circumstances and other perspectives. And cultural expression can vary profoundly for people according to national boundaries, class, gender, race and a broad range of other circumstantial and subcultural affiliations.

*Throughout* this course, we will pay special attention to the broad range of cultural differences that mark the global context of international business, especially as that cultural variety interacts in ways that presents difficulties but also makes possible special opportunities.

**Course outcomes:** By the conclusion of this class, students will be able to

- Understand and be able to explain how communication affects business outcomes.
- Understand the environment within which business messages are sent and the issues facing business communicators.
- Understand the principles that contribute to effective communication.
- Review the fundamentals of correct usage of the English language.
- Improve written and oral communication skills needed in business.
- Learn to effectively give and receive constructive criticism.
- Practice and/or improve listening skills.
- Practice being an effective team member.

**Global Learning Outcomes:**

- Show an awareness of the differences and similarities of cultural expectations and values, as well as the dynamics of their interaction, as they form the context for contemporary international business. (Global Awareness)
- Develop and deliver an effective presentation of a case study of the ways a real-world international business problem or situation required sensitivity to local, international and intercultural understandings (Global Perspective).
- Participate in the collaborative development of a strategy for addressing a business problem using film and incorporating the insights of global, international, and intercultural insights into the problem (Global Engagement).

## **INSTRUCTOR EXPECTATIONS AND POLICIES**

**Attendance:** You will be expected to attend every class session. Missing more than two classes may result in your failing the course. There will be no exceptions. Missing an exam will result in the loss of all points for that exam. An excused absence is defined as one that can be documented in writing and is due to a medical problem with the student or immediate family, death in the student's immediate family, or formal involvement in an officially recognized university sponsored event.

**Tardiness:** You will be expected to arrive at class on time. Tardiness is not acceptable and will result in a reduction of your grade. Two "lates" are equivalent of 1 absence and you are permitted 1 unexcused absence. Leaving class early is

counted the same as a tardy. If you are tardy, notify the professor at the break or after class so the absence can be changed to a tardy.

**Assignments:** Writing assignments are due by the time deadline on Turnitin.com. All assignments must be your original work.

**Readings:** Read the assigned chapters before coming to class and be prepared to join in the class discussion and activities.

**Writing Assignments for a Grade:** All writing assignments must be on 8 ½ x 11" paper, double-spaced, using a 12 point font (Times Roman, Helvetica, or similar).

**Plagiarizing:** Plagiarizing is a serious academic offense. If you are caught plagiarizing an assignment, you will receive a 0 for the assignment and an official FIU written notice. Refer to the section on plagiarism in the FIU Student Handbook.

## **COURSE CONTENT**

**Quizzes (10%).** There will be 10 quizzes over the course of the semester.

**Case Study (15%):** Each student must conduct a case study of recent real-world international business problem or situation that 1) involved multinational cultural conflict and 2) received detailed business news coverage. The instructor will present a short list of possible topics, but students may also propose to the instructor a similar situation that reflects their own interests or academic focus.

The situation you analyze must be one that shows the importance of sensitivity to local, international and intercultural understandings.

You must first conduct in-depth research of the situation. Then in your paper you must describe key factors affecting the situation, using one or more of the communication theories covered in class to analyze the communication patterns of the workers, managers, and administrators as they affected the negotiation of the cultural perspectives involved. This paper must be 6-8 pages in length. You will then present this to class using a PowerPoint. (Global Learning Outcome: Perspective)

**Co-Curricular Group Project (25%):** Each student will participate in a group project to develop a presentation addressing the particular difficulties that arise when communication takes place in an international context. The group must identify a particular problem (many examples are described in the textbook), conduct in-person interviews with at least three local business professionals who encounter the problem in the course of their business, then based on this and additional research, develop a scenario and stage a "business meeting" for the rest of the class that highlights a range of ways to positively address the problem. The debate should highlight the interaction of various cultural/national perspectives as

they shape the situation. As part of this project, each student will submit a separate, individual reflection (Global Learning Outcome: Engagement).

**Two Examinations (40%):** Two examinations (a Midterm and a Final, each worth 20%) will be administered. The exams will be short answer/essay. (Global Learning Outcome: Awareness)

**In-Class Analyses and Activities (10%):** points will be given for various projects and activities done in-class or as preparation for class over the course of the semester.

### **COURSE GRADES**

Quizzes	10%
Case Study Paper	15%
Group Treatment Project	15%
Treatment Project Reflection	10%
Mid-term Exam	20%
Final Exam	20%
Assignments & Activities	10%

### **GRADING SCALE**

A	100 - 94	B	86 - 84	C	76 - 74	D	66 - 64
A-	93 - 90	B-	83 - 80	C-	73 - 70	D-	63 - 60
B+	89 - 87	C+	79 - 77	D+	69 - 67	F	59 - 0

### **ACADEMIC INTEGRITY**

This syllabus is a contract of understanding between professor and student. If the assignments and grading system are not acceptable, then the student must negotiate a change by midnight Sunday of the second week of class or accept the rules as written.

**Code of Academic Integrity:** This Code of Academic Integrity was adopted by the Student Government Association on November 28, 2001 and reflects the values articulated in the Student Code of Standards.

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas, and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning.

Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of Florida International University. As a student of this university:

- I will be honest in my academic endeavors.
- I will not represent someone else's work as my own.
- I will not cheat, nor will I aid in another's cheating.

All students are deemed by the university to understand that if they are found responsible for academic misconduct, they will be subject to the Code of Academic Integrity's procedures and sanctions, as outlined in the FIU Student Handbook. Students have the right to due process in all disciplinary situations. For additional information concerning student rights and responsibilities, please contact FIU's [Office of Student Conduct and Conflict Resolution](#).

Note: Intensive auditing of the course will be conducted to prevent academic misconduct.

### **TURNITIN.COM**

All written assignments must be submitted online to Turnitin.com by the posted deadline. Assignments submitted by any other means or after the deadline will not be evaluated. Written assignments are submitted to Turnitin.com through Blackboard.

Once your assignment has been uploaded successfully to Turnitin.com, you will receive a confirmation receipt. Please keep this confirmation number for future reference. Within a few hours, your assignment will also be assigned an originality/similarity percentage. For further information as to how the similarity/originality percentage is calculated and why it is important, please review the following page:

[https://www.turnitin.com/static/training/student\\_about\\_originalitycheck.php](https://www.turnitin.com/static/training/student_about_originalitycheck.php)

### **RELIGIOUS HOLIDAYS**

The University's policy on religious holy days as stated in the University Catalog and Student Handbook will be followed in this class. Any student may request, in advance, to be excused from class to observe a religious holy day of his or her faith.

### **DISABILITY NOTICE**

I understand that there is [Office of Disability Services](#) available to me should I need it. It is my responsibility to contact them to process my request to have my needs met. I need to follow their procedures as to proper notification to the instructor.

## **STUDENT CODE OF STANDARDS**

A University is a learning community following a tradition more than 1,000 years old. Florida International University is such a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas, and community service. As a member of this community:

- I will respect the tradition of academic inquiry, the University's rules of conduct, and its mission.
- I will respect the opinions and differences of all members of the FIU community.
- I will practice civility and demonstrate conduct that reflects the values of the institution.
- I will be diligent and honest in my personal and academic endeavors.

The FIU Student Handbook outlines the Student Code of Conduct regarding students with disruptive behavior: [www.fiu.edu/~sccr/docs/disruptive\\_brochure.doc](http://www.fiu.edu/~sccr/docs/disruptive_brochure.doc)

## **POLICY FOR ASSIGNING AN INCOMPLETE "I" GRADE**

An incomplete grade is a temporary symbol given for work not completed because of serious interruption not caused by the student's own negligence. An incomplete must be made up as quickly as possible but no later than two consecutive semesters after the initial taking of the course or it will automatically default to an "F" or the grade that the student earned in the course. There is no extension of the two semester deadline. The student must not register again for the course to make up the incomplete. Students who have incomplete grades on their records must remove the incomplete by the end of the fourth week of the term in which they plan to graduate. Failure to do so will result in a cancellation of graduation.

Incompletes are awarded only if the student has completed most of the course work. If a student misses a significant portion of the course work, he/she should drop the course. If the drop period has ended, the student may petition for a withdrawal—this requires the student to un-enroll in all of their courses for that semester.

Incompletes are not to be used because a student took on too many credits and they cannot complete everything that is now required of them. In such cases where the course instructor determines that it appropriate to award a student a grade of "I" (incomplete) the following steps must be followed.

Using an Official University Form the course instructor will report the following:

1. The grade earned by the student to date

2. The missing work and the percentage of the final grade it represents (this requires the details of the specific missing assignment)
3. The date the instructor expects the missing work to be submitted or in the case of an examination made up
4. The justification for awarding the grade of "I"
5. Have the student sign the form
6. Submit this form to the Department Chair and Dean and maintain a copy for instructor records and provide a copy for the student
7. Upon satisfying the requirements for a grade the instructor will sign off on the form and attach it to the change of grade form she or he will submit.

### **COURSE CALENDAR**

Week 1	Chapter 1: Culture and Communication [Global Awareness]
Week 2	Chapter 2: The Role of Language in Intercultural Business Communication [Global Perspective]
Week 3	Chapter 3: Getting to Know Another Culture; Introduce Case Study project [Global Perspective]
Week 4	Chapter 4: The Self and Groups
Week 5	Chapter 5: Organizing Messages to Other Cultures [Global Perspective]
Week 6	Chapter 6: Nonverbal Language in Intercultural Communication [Global Awareness]
Week 7	Mid-Term Exam (Chapters 1-6) [Global Awareness Assessment]; Introduce Final Projects [Global Engagement]
Week 8	Chapter 7: Cultural Rules for Establishing Relationships [Global Perspective]
Week 9	Chapter 8: Cultural Rules for Establishing Relationships [Global Perspective]
Week 10	Case Study Due; Presentations [Global Perspective Assessment]
Week 11	Case Study Presentations [Global Perspective Assessment]
Week 12	Chapter 9: Intercultural Negotiation Teams [Global Perspective]
Week 13	Chapter 12: Intercultural Dynamics in the International Company. [Global Perspective]
Week 14	Group Presentations [Global Engagement Assessment]

Week 15 Group Presentations [Global Engagement Assessment]

Week 16 Cumulative Final Exam – TBA [Global Awareness Assessment]

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