Business Communication 2
Communicative Competence in International Business

Module Outline
Autumn Semester 2020

Responsible FHNW lecturer:
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1. Course content

The focus of this module is to gain competence in communication which takes place in international business. Although communicating with persons all over the world is technically possible at a low cost, the challenges remain to communicate in a way that “creates mutual understanding” as Milton Bennett phrases it. Mutual understanding in an international business context means, building trusting relationships, negotiating successfully, managing collaboration and conflict and doing business in a sustainable and profitable manner.

Emphasis will be placed on the following subjects:

- Perception and self-awareness in interaction
- Culture(s) and contexts (environments)
- Models and tools for skilled communication in face2face and virtual situations
- Presentations: developing, organizing and delivering

2. Learning objectives

Students should have the following competencies after completing this course:

Knowledge and understanding:

- Explain the communication process using communication models
- Explain the dimensions of culture and how they impact communication on all levels
- Identify barriers to successful interpersonal communication
- Describe skills in interpersonal and intercultural communication
- Identify and describe different perspectives in communication
- Explain the role of perception and interpretation on communication
- Be aware of different types and purposes of presentations

Application of knowledge and understanding:

- Apply interpersonal and intercultural communication frameworks to own communication
- Analyze intercultural communication settings using tools, models and frameworks
- Develop an effective strategy for a specific presentation, taking the needs of the audience into account

Ability to make judgements:

- Evaluate and choose an approach for successful taking the type of setting and audience needs into a consideration

Communication:

- Listen actively in order to respond appropriately
- Communicate with the clarity needed to convey the intended meaning
- Connect with audience successfully so they understand and are understood
- Collaborate in various cultural settings, achieving specific and desired results
Self-Learning skills:
- Reflect on own intercultural awareness, cultural orientation and own communication preferences
- Assess and potentially question previous personal communication attitudes and skills

3. Work load and format

The number of credits to be obtained is 5 ECTC, which equals 150 study hours.

This course is offered as an online module.
In order to gather and exchange information in the best possible way across countries, a wide variety of learning methods are chosen:
- Synchronous lecture and virtual discussions
- Lectures and inputs which are offered as video file (asynchronous) for self-study
- Information retrieved online
- Casework and preparations for individual and group study
- Chats via internet
- Presentations (live or via video conference)
- Other deliverables: Written reports, videos, worksheets and PowerPoint slides

4. Prior knowledge and entry requirements

As this is a communication module, fluency in English is required.
English B2 minimum (self-assessment).

There are no further formal entry requirements for this course.
5. Course structure and dates

This course runs for eleven weeks, and consists of synchronous and asynchronous lectures, guided self-study, consultations, group work and other ways of exchanging information via email and/or other communication media. Each week, short introductory lessons are held on individual topics.

Online lectures will be held on Zoom or a similar platform and recorded for those students who are in time-zones that make attendance in the session difficult. The times of the online lectures will vary so that online attendance is suitable for all students as often as possible. Detailed information will be provided for each Block in advance to facilitate planning and learning.

*Some key lessons may be held a second time during an alternative time which is more suitable for participants.

The course structure and format are as follows (some session times may be changed on a need basis):

<table>
<thead>
<tr>
<th>Block</th>
<th>Date</th>
<th>Time</th>
<th>Content</th>
<th>Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tu, 6 October 20</td>
<td>3pm – 5pm CET 8am – 10am MEX Synchronous</td>
<td>Course introduction and overview, My communication and my culture</td>
<td>Synchronous Lecture Zoom / Self-Study / VLOG production assignment</td>
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<tr>
<td></td>
<td>Tu, 6 October 20</td>
<td>9am – 11 am* (for participants in Asia) 2h Self Study</td>
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<tr>
<td>2</td>
<td>Tu, 13 October 20</td>
<td>3pm – 5pm CET 8am – 10am MEX Synchronous</td>
<td>Concepts of Interpersonal Communication 1</td>
<td>Synchronous lecture / Asynchronous online videos and tasks for guided self-study</td>
</tr>
<tr>
<td>3</td>
<td>Tu, 20 October 20</td>
<td>3pm – 5pm CET 8am – 10am MEX Synchronous</td>
<td>Concepts of Interpersonal Communication 2</td>
<td>Synchronous lecture / Asynchronous online videos and tasks for guided self-study</td>
</tr>
<tr>
<td>4</td>
<td>Tu, 27 October 20</td>
<td>3pm – 4pm CET 8am – 9am MEX Synchronous</td>
<td>Describing Cultures</td>
<td>Synchronous lecture / Asynchronous online videos and tasks for guided self-study</td>
</tr>
<tr>
<td>5</td>
<td>Tu, 3 November 20</td>
<td>3pm – 4pm CET 8am – 9am MEX Synchronous</td>
<td>Becoming interculturally competent</td>
<td>Online lecture / guided self-study</td>
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<tr>
<td></td>
<td></td>
<td>9am – 10 am* (for participants in Asia)</td>
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<tr>
<td>Date</td>
<td>Tu, 10 November 20</td>
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</tbody>
</table>
| Time  | 3pm – 5pm CET  
8am – 10am MEX  
Synchronous |
| Time  | 9am – 11 am*  
(for participants in Asia) |
| Content | Collaborative Communication 1 |
| Form  | Synchronous lecture / Asynchronous online videos and tasks for guided self-study |

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<tbody>
<tr>
<td>Date</td>
<td>Tu, 17 November 20</td>
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<tr>
<td>Time</td>
<td>Individual online consultation sessions (tbd)</td>
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</table>
| Content | Reading / Assignment VLOG 1 (individual presentation)  
Delivery: 23. November 20 |
| Form  | Self-study and consultation sessions |

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<tbody>
<tr>
<td>Date</td>
<td>Tu, 24 November 20</td>
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</table>
| Time  | 3pm – 4pm CET  
8am – 9am MEX  
Synchronous |
| Time  | 9am – 10 am*  
(for participants in Asia) |
| Content | Presenting Convincingly |
| Form  | Synchronous lecture / Asynchronous online videos and tasks for guided self-study |

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</thead>
<tbody>
<tr>
<td>Date</td>
<td>Tu, 1 December 20</td>
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</tbody>
</table>
| Time  | 3pm – 4.30pm CET  
8am – 9.30am MEX  
Synchronous |
| Content | Collaborative Communication 2 |
| Form  | Synchronous lecture / Asynchronous online videos and tasks for guided self-study |

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<tbody>
<tr>
<td>Date</td>
<td>Tu, 8. December 20</td>
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</tbody>
</table>
| Time  | 3pm – 5pm CET  
8am – 10am MEX  
Synchronous |
| Time  | 9am – 11am*  
(for participants in Asia) |
| Content | Course Theory Revision / Case Study Analysis Practice  
Delivery: Proposals for VLOG 2 to lecturer by 11 Dec 20 (feedback by 14 Dec) |
| Form  | Synchronous lecture / Articles and examples of the assessment expected |

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<tbody>
<tr>
<td>Date</td>
<td>Tu, 15 December 20</td>
</tr>
<tr>
<td>Time</td>
<td>Individual</td>
</tr>
</tbody>
</table>
| Content | Assignment: Team Presentation  
Delivery: Upload by 21 December 20 |
| Form  | Group work |
6. Assessment

Throughout the course, two assignments will take place which will be assessed by the lecturer. The assessments for each of the assignments are weighted equally, and the criteria of the evaluation include the academic depth according to the learning objectives as well as the level of participation. There will be one overall grade for the whole group in the second assessment.

As participation in this project requires a strong sense of commitment and group-loyalty in order to obtain the full benefit, being present and taking an active part in the assignments will contribute to achieving a good grade. Absence and freeriding will lead to an insufficient grade and not passing the course.

Assessment VLOG 1: A semi-spontaneous group presentation and case analysis. Each group will receive 2h to prepare and deliver 10 minute presentation.

Assessment VLOG 2: A presentation of 5-6 minutes in which the participants analyze their personal culture identity and communication.

The 5 ECTS points for this course are awarded if the final grade is a pass.

7. Responsible Lecturer

Mark Moser is an external lecturer at FHNW and consultant on intercultural competence. He was the Secretary General of an international health promotion organisation working on substance abuse. He is privileged to have worked as an international leadership and development consultant for more than 15 years with experience in Europe, Asia and Africa. Seeing personal and social change come about is his passion. He teaches «Intercultural Management» and «Intercultural Communication» at FHNW University of Applied Sciences & Arts Northwestern Switzerland.

He has been awarded a post-graduate degree in conflict analysis and resolution from the sociology faculty of Basel University in Switzerland and trained as an executive and business coach at the Ashridge Business School in the UK.

8. Literature

A recommended reading and video list will be provided for the module.