

CROSS CULTURAL ENGAGEMENT AND SKILLS DEVELOPMENT

CÓDIGO ASIGNATURA	TOTAL SEMESTER		DISTRIBUTION				
	SCT	UD	CAT	TALL	LAB	PC	
	4	64					SEMESTER IN ENGLISH
SEMESTER	AUTONOMOUS LEARNING TIME						REQUIREMENTS
	32H						ENGLISH LEVEL B2 OR HIGHER
COURSE DESCRIPTION							
<p>The objective of this course is to introduce the concept and key features to use in modern business communication. The students will learn to understand, analyze, and apply a series of fundamental skills and techniques to employ in organizations, and assist the students to convey key messages and nurture key relationships.</p>							
COMPETENCES ASSOCIATED WITH THE PROFILE							
LEARNING OUTCOMES							
<p>The key learning outcomes of the course are:</p> <ul style="list-style-type: none"> • Introduce and understand the basic principles of business communication. • Understand and apply best practices in writing effective business emails. • Understand and apply best practices in preparing resumes and cover letters in different types of outlets for MNCs. • Develop and make use of best practices for impromptu speech. • Use effective communication skills during the interview process. • Apply business best practices in telephone and videoconference conversations. 							
KEY CONTENT							
TEACHING AND EVALUATION METHODOLOGIES							
<p>The course will use a hybrid active teaching-learning method based on in-course lectures and discussions, revision of case studies, as well as training and preparation of different types of multimedia contents and messages for hybrid distance/in-person business relationships, using a mock MNC throughout the semester. This will include classroom and online demonstrations, practice sessions, student-led presentations, video recordings as well as peer-review and analysis.</p> <p>The course will also introduce an essential toolbox of must-use day-to-day resources and applications for effective communication.</p>							

BASIC BIBLIOGRAPHY

Books and Articles:

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Websites

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- Commisceo. (n.d.). Country Guides. Commisceo Global Consulting Ltd. Retrieved March 10, 2022, from <https://www.commisceo-global.com/resources/country-guides>
- Cross-Cultural/International Communication - Encyclopedia - Business Terms. Inc.com. <https://www.inc.com/encyclopedia/cross-cultural-international-communication.html>
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