

Intercultural Communication in Globalization Organization

If you have specific questions about the content of this module, you should contact the responsible module coordinator: Mrs. Chie Misumi, e-mail: c.misumi@hva.nl

3000ICC_20	Intercultural Communication in Globalization Organization	5 ECTS
3020ICC_PE	Presentation	40%
3020ICC_PA	Paper	60%

Brief Description

This course provides students with deeper insights into various aspects of communicative interactions of global organizations operating in the Netherlands. The first area we focus is about interpersonal/intercultural communication within an organization. It's crucial that you know your communication styles and how you act yourself on different situations so that you have maximum benefit in working together can communicate effectively and appropriately with your colleagues from different cultural backgrounds (individual and Team level) to achieve your business goals to certain extent. The other area is about Corporate communication. As an global organization it's important to communicate about their company culture, including values, missions and identity, with external stakeholders properly so that your organization and product/service are taken positively within the particular local market (Organizational level).

At the end of this course you are expected to become not only a communication specialist who could advise global organizations not only about effective communication strategy to global organizations but also to become a who are able to become a change management agent in the field of corporate culture and communication within a global organization.

The course takes place on a weekly basis and each class is 3 academic hours. You are required to prepare the reading materials before each class. Each class consists of a combination of lectures, group work, and guest lectures.

Learning Goals

The student can:

- Propose appropriate and effective change of the organization in relation to corporate communication
- Identify receivers and suggest effective and appropriate interactive tools and messages to communicate with diverse stakeholders to communicate about own identity and images of the organization
- Design the most appropriate and internal communication strategy to encourage sustainable engagement of the employees
- Examine the company internal and external communication strategy from an ethical, socially responsible and sustainable point of view
- Lead changes in expanding sustainable development of the employees

Location

[Fraijlemaborg: 133](#)

Study Programme Department

International Business