

INTRODUCTION TO INTERCULTURAL COMMUNICATION

Diploma: International Master in Business Studies, 1st year

Description: This is an introductory course designed to make students familiar with the cultural underpinnings of communication and behavior more generally. The subject is approached from a theoretical point of view, discussing the work of well-known authors from the field of intercultural communication, while also applying their approaches to everyday experiences and anecdotes.

Hours: 12

ECTS: 2

Level: beginners

Code UE (to mark on the learning agreement): 5-3M1IMBS3CS1