

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



MASTER SYLLABUS

**ENGL 380 Intercultural Communication
CIP Code: 230101**

**Created by: Eunju Yu, PhD
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**SCHOOL OF BUSINESS AND LIBERAL ARTS
ENGLISH/HUMANITIES DEPARTMENT
Fall 2023**

- A. **TITLE:** Intercultural Communication
- B. **COURSE NUMBER:** English 380
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** As Determined by Instructor
- E. **GER CATEGORY:** Humanities (GEHU/GER 6)
- F. **SEMESTER(S) OFFERED:** Fall and Spring
- G. **COURSE DESCRIPTION:**

In this course, students will advance their intercultural communication skills necessary in a multicultural global marketplace. The focus is on oral, nonverbal, and written communication patterns across cultures, diverse cultural values, global etiquette, business and social customs, and intercultural negotiation models.

H. **PRE-REQUISITES/CO-REQUISITES:**

- a. Pre-requisite(s): ENGL 101 AND completion of 45 credit hours, or permission of instructor
- b. Co-requisite(s): none
- c. Pre- or co-requisite(s): none

I. **STUDENT LEARNING OUTCOMES:**

| <i>Course Student Learning Outcome [SLO]</i> | <i>PSLO</i> | <i>GER</i> | <i>ISLO</i> |
|--|--------------------|-------------------|--------------------|
| a. Explain the nature of intercultural communication | | | 1 [W] |
| b. Distinguish oral, nonverbal, and written communication patterns across cultures | | GEHU (GER 6) | 1 [O, W] |
| c. Identify diverse business and social customs | | GEHU (GER 6) | 4 [IK] |
| d. Formulate ideas and communicate across cultures | | GEHU (GER 6) | 1 [O, W] |

| KEY | <u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u> |
|---------------|--|
| ISLO # | ISLO & Subsets |
| 1 | Communication Skills Oral [O], Written [W] |
| 2 | Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i> |
| 3 | Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i> |

| | |
|----------|---|
| 4 | Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i> |
| 5 | Industry, Professional, Discipline Specific Knowledge and Skills |

J. APPLIED LEARNING COMPONENT: Yes _____ No X _____

K. TEXTS:

Chaney, L. & Martin, J. (2014). *Intercultural business communication* (6th Ed.). Boston: Pearson.

L. REFERENCES:

Reynolds, S., Valentine, D. & Munter, M. (2011). *Guide to Cross-Cultural Communications* (2nd Ed.). Boston: Prentice Hall

Varner, I. & Beamer, L. (2011). *Intercultural Communication in the Global Workplace* (5th Ed.). New York: McGraw-Hill/Irwin

M. EQUIPMENT: None

N. GRADING METHOD: A-F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

Reports
Essays
Quizzes
Participation

P. DETAILED COURSE OUTLINE:

I. The Nature of Intercultural Communication

- A. Globalization
- B. Culture, enculturation, and acculturation
- C. Norms, rules, and networks
- D. Intercultural constructs

II. Universal Systems

- A. Economic systems
- B. Political systems
- C. Educational system
- D. Social hierarchies and interaction

III. Contrasting Cultural Values

- A. Work attitudes
- B. Attitudes toward ethics

- C. Religious influence
- D. Individualism and Collectivism

IV. Cultural Shock

- A. Stages of cultural shock
- B. Alleviating cultural shock
- C. Aspects of cultural shock

V. Language

- A. High- and low-context language
- B. Language diversity
- C. Informal and alternative languages
- D. Conversation taboos
- E. Language and culture interaction

VI. Oral and Nonverbal Communication Patterns

- A. Thought patterns
- B. Paralanguage
- C. Nonverbal leakage
- D. Objects, signs, and symbols

VII. Written Communication Patterns

- A. International English
- B. Writing tone and style
- C. Letter formats
- D. e-mail
- E. Resume and job search information

VIII. Global Etiquette

- A. Introductions, greetings, and handshakes
- B. Position and status
- C. Electronic communication etiquette
- D. Travel etiquette

IX. Business and Social Customs

- A. Verbal expressions
- B. Male/female relationships and workplace equality
- C. Dress and appearance
- D. Office customs and practices
- E. Customary demeanor/behavior

X. Intercultural Negotiation Process

- A. Steps in the negotiation process
- B. Intercultural negotiation models
- C. Negotiation strategies

D. Trade agreements

XI. Intercultural Negotiation Components

A. Cross-cultural negotiation components

B. Characteristics of effective negotiators

C. Group versus individual orientation

D. Face-to-face strategies

E. Role of the media

XII. Laws Affecting International Business and Travel

A. Home-country and host-country laws

B. International Law

C. Contracts

D. Global patents

E. Ethics and the law

Q. **LABORATORY OUTLINE:** None