

# Cross-Cultural Business Communication

## Course Length: 1 Day

**Prerequisites:** None.

**Course Objectives:** After completing this course, students will know how to:

- ◆ Appreciate the value of culture and significance of cross-cultural communication, describe the impact of cultural differences on communication, and avoid miscommunication and conflicts that arise due to these differences.
- ◆ Identify the differences in verbal and nonverbal communication across cultures, including understanding gestures and expressions that vary across cultures.
- ◆ Establish rapport, build trust, and listen and provide feedback to cross cultural co-workers and employees.
- ◆ Identify common cross-cultural communication barriers and how to overcome them, avoid cultural bias, and employ qualified interpreters for cross-cultural communication.
- ◆ Attend and organize cross-cultural meetings that include conducting negotiations and solving problems.
- ◆ Identify gestures used in different cultures, build a cross-cultural team, design cross-cultural documents, and build a professional translation team.

## Course Content

### Unit 1: Workplace culture

Students will learn about culture as a **way of life** and the **values** that define it. They will discuss how to **combat culture shock** or help someone overcome it to facilitate **smooth integration** into the new environment. Finally, they will learn how **cultural differences influence communication**. They will learn how the **perception of time, ethics, relationships, honor, gender and age** differ across cultures. They will learn that **awareness** can help **avoid the miscommunication** and conflicts that arise out of these differences.

**Topic A:** Basics of culture

**Topic B:** Cultural differences

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*If you have any questions about this course, please call CompuTrain at (713) 349-9186.*

## Unit 2: Differences in communication

Students will learn about the **differences in verbal communication** across cultures. They will learn that the degree of conversational involvement can be either **high** or **low** depending on the culture. They will also learn how **convergence, divergence and ethnocentricity** affect the style of communication. Next, they will discuss the **differences in nonverbal communication** across various cultures that include the use of **body language**. Finally, they will learn about the effective usage of some **written communication methods** such as facsimiles and e-mail.

**Topic A:** Verbal communication

**Topic B:** Nonverbal and written communication

## Unit 3: Communicating across cultures

Students will learn **how to develop a good relationship** with people from other cultures. They also discuss building **rapport** and **trust** with their cross-cultural coworkers. Next, they learn about the **benefits of active listening**. Finally, they will discuss **how to give positive and constructive feedback** to a cross-cultural employee.

**Topic A:** Building relationships

**Topic B:** Listening and responding

## Unit 4: Overcoming communication barriers

Students will learn about **common cross-cultural barriers**. They will also discuss the **steps to overcoming these barriers**. Next, they discuss the **difference between translators and interpreters**. They also learn how to find qualified interpreters. Finally, they will learn about the **rules for communicating through an interpreter**.

**Topic A:** Cross-cultural communication barriers

**Topic B:** Avoiding barriers

**Topic C:** Interpreters

## Unit 5: Cross-cultural business situations

Students will **learn how to organize cross-cultural meetings** and the acceptable behavior in those meetings. Next, they will learn how to conduct **cross-cultural negotiations**. They will discuss the considerations such as **setting the agenda** and **ending the negotiation** on a positive note. Finally, they will learn about the **process of problem solving in certain cross-cultural situations**.

**Topic A:** Cross-cultural meetings

**Topic B:** Negotiating and problem solving

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## Unit 6: Addressing cross-cultural issues

Students will learn that **gestures** that are used to facilitate effective communication in one culture might destroy trust and rapport in another culture. They will learn that it is important to research the various cultures they'll be encountering. They will also learn how to build a **cross-cultural team** and motivate the team toward achieving their objective. Next, they will learn how to prepare a document that needs to communicate cross-culturally. Finally, they will discuss a **professional interpreter's role** in an organization. They will learn that for the most effective translation of their documents, a translation team should be put in place.

**Topic A:** Communicating with co-workers

**Topic B:** Writing cross-culturally