



INTERNATIONAL BUSINESS COMMUNICATION

Course code	<i>MNG140</i>
Course title	<i>International Business Communication</i>
Stage of study	<i>Undergraduate</i>
Department in charge	<i>Undergraduate school</i>
Type of course	<i>Main</i>
Year of study	<i>1st</i>
Semester	<i>Spring</i>
ECTS	6; <i>24 hours of theory, 24 hours of practice, 112 hours of self-study, 2 hours of consultations</i>
Coordinating teacher	dr. Mariana Sueldo
Study form	Full-time
Course prerequisites	-
Language of instruction	<i>English</i>

Course description

This course provides a balanced analysis of international communication challenges, strategies and practices crucial to modern business organizations. The course will familiarize students with the basic principles of corporate communication as well, the challenges affected by international business environment. Students will also have the opportunity to develop personal skills related to the modern international business communications topicalities solving internal and external business communication and client communication issues.

Course Aim

The course is intended to provide core knowledge of strategic organizational communication and cross-cultural business communication and develop necessary skills for planning and managing the communication process in a company that must operate in a global market. After completing the course, students are expected to have theoretical and practical knowledge of strategic organizational communication, cross-cultural business communication, and intercultural negotiation. Several different teaching approaches are utilized to provide students with multiple ways to learn the material. These are classroom lectures, case discussions, analysis and evaluation of real-world communication cases, analysis and research of real companies, and the impact of communication management on company performance.

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. To name and apply major strategic organizational communication and cross cultural business communication concepts;	Lecture, self-study,	case study, seminar participation, project presentation, exam
CLO2. To be able to analyze and research main issues of international organizational communication	Lecture, problem solving, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO3. To be able to analyze international communication management aspects in organizations as an essential instrument of successful company performance	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO4. To be able to analyze external and internal communication processes and the need for global communication competence and management	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam

CLO5. To name main concepts of intercultural negotiations strategies and styles and national profiles.	Lecture, problem solving, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO6. To be able to analyze needs an aspects of a company's communication strategy, and provide recommendations for professional communication management	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO7. To be able to work in a team, to present work results in written or oral form, to be able to argument decisions	Group homework, seminar, self-study	case study, seminar participation, exam

Teaching and learning methods

Quality assurance

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment, continuous discussions of individual and group work, other assignment results, as well as by supply of learning materials to students.

Lecture	TOPIC	IN-CLASS		READINGS
		HOURS		
		Lecture	Seminar	
Session 1	Corporate communication in a changing media environment.	2	2	[1] 1-3
Session 2	Conceptual foundations: stakeholder, identity, branding, reputation	2	2	[1] 4-5
Session 3	Communication strategy, strategic planning & campaigns	2	2	[1] 6-7
Session 4	Specialist areas: employee relations	2	2	[1] 9
Session 5	Internal communications	2	2	[1] 9 [3]3
Session 6	Specialist areas: media relations.	2	2 2	[1] 8 [3] 7
Session 7	Consumer relations. Investor relations.	2	2	Uploaded materials [3] 5,6
Session 8	Crises management	2	2	[1] 10 [3] 9
Session 9	Issues management	2	2	[1] 11
Session 10	Community relations	2	2	[1] 12
Session 11	Corporate social responsibility (CSR).	2	2	[1] 13 [2] accountability [3] 8
Session 12	Organizational communication and ethical perspectives	2	2	[2] Alignment. Transparency. [3]10
	Total hours (for each group)	24	24	

Course assignments and evaluation

Type of assignment	TOTAL HOURS	EVALUATION, %
Individual task performance	10	10
Case study (group work) presentation	25	25
Pair work research report	37	25
Final exam	40	40
Total:	112	100

Explanation of assignments

Individual task performance

Every week in-class cases (available in the compulsory reading material) will be discussed and students will have the opportunity to share their insights and be graded for their participation in the class discussions. This will constitute 10% of the final course evaluation.

Case study assignment

Groups of students will be assigned case study material to research and analyze, and prepare a group presentation. Each team will present their case during seminar sessions and lead the follow-up discussion with questions prepared for the whole class. This will constitute 30% of the final course evaluation. The grade for any individual team member might be adjusted by one grade point (upwards or downwards) in accordance with his/ her contribution in preparing the case.

Pairwork research report

Based on theoretical guidelines, students will conduct research in any organization with a Lithuanian-based branch where they will analyze the communication management status quo. More detailed guidelines will be given during the course. This will constitute 25% of the final course evaluation

Final examination

This is a comprehensive final exam covering class topics from 1 to 12. Exam form: written multiple-choice and open questions.

Exam consultations are provided during the regular class discussion sessions. The final examination account for 40% of the final grade. Previous assignment grades remain and cannot be made up for or changed.

Note that:

The final grade is computed using accumulative formula. **Insufficient grades are not included to the final grade.** If the final grade is insufficient, the student might be allowed to retake the exam during the exam retake session. **The retake will substitute the final exam grade.**

Course Literature**Compulsory reading (selected chapters)**

1. Joep Cornelissen. Corporate Communications: Theory and Practice. London: SAGE Publications, 2017. 5th edition.
2. May, Steve. Case Studies in Organizational Communication: Ethical Perspectives and Practices. London: SAGE Publications. 2006.
3. Jackson, P. et al. Public Relations Practices. Managerial case studies and problems. Pearson Education, Inc. 8th edition. 2014.

Notes: For all classes the ethical conduct of ISM is valid and shall be kept upright at all times. Announced readings are obligatory and can be exam relevant. For consultation hours individual appointments shall be organized with the lecturer. Active participation grades are given exactly for that and nothing else and the full grading scale from 1 until 10 will be applied accordingly. Questions are content for seminar sessions and shall not be taking additional time after lectures unless in exceptional cases. E-mails have to be in a respectful way, goal oriented and absolutely necessary. The teacher reserves the right to make changes to the syllabus according to the class' needs and didactical reasoning. All participants oblige themselves to interact in the class in a respectful and constructive way. In case mails do not fulfill the criteria of respectful communication an adequate communication for each a malus of minus 0,1 will be applied to the final grade. The course is intended to give an overview and introduction to organized and strategic individual and corporate communication topics.