

GONZAGA-IN-FLORENCE
SUMMER TERM 2009
COURSE SYLLABUS

**COMM 475: Global Organizational Communication (3 credits) /
BUSN 270: business Communication (2 credits)**

Instructor: Erin Dorsey

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Course Goal: To provide a comprehensive understanding of the complexity of global communication and the implications for organizations.

Week One

Why Study Global Communication

- ❑ International Business International Business,
- ❑ The Nature of Global Communication
- ❑ Political Issues and Globalization
- ❑ Economic Issues and Globalization
- ❑ Technological Issues and Globalization

Week Two

The Concept of Global Communication

- ❑ Cosmopolitan Leader Defining Culture
- ❑ Cultural Patterns The Interface of International Business, Culture, and Communication
- ❑ Cosmopolitan Leadership and an Emerging World Culture

Week Three

Developing New Skills and Intercultural Competencies

- ❑ Cultural Contact and Interfacing With Others
- ❑ Relational Dialectics and Cultural Contact Adaptation
- ❑ Building Intercultural Relationships

Week Four

The Nature of Language Nonverbal Communication

- ❑ Characteristics of Language
- ❑ Nonverbal Communication

Week Five

Intercultural Communication and the New World of Business

- ❑ Cosmopolitan Leadership,
- ❑ Teams, and the Global Workforce Cosmopolitan Leadership
- ❑ Leadership Competencies

Week Six

Doing Business in Europe

- ❑ Social, Economic, and Political Factors
- ❑ Business Conduct Characteristics
- ❑ Emerging Trends