

Course Information	
Course Title	Intercultural Communication for business
Teaching Language	Spanish
Teaching Methods	Lecture (Power Point presentations), videos, group dynamics, and group participation.
Type of Class Arrangement (A-H)	A1
Course Description	Students has to know and understand the existence of different cultures, religions and history and their impact in international business. Students have to understand how culture has an influence in the ways of doing international business; have to know that people work and behave on the basis of everything they learnt in their lives and in their country from different points of view like religion, history, customs and values or beliefs which are presented through mental models.
Course Syllabus	Unit 1) What is Culture? Unit 2) Culture and international business. Unit 3) Main religions in the world and commercial history. Unit 4) Business and Ethics Unit 5) International Protocols
Course Assessment	10% Participation. 30% Working in teams, with a presentation about 1-2 themes by unit. 60% Final job: Students have to choose a country and cover the following items: 1) General information about the country. 2) Main religions 3) Hofstede Dimensions for this country and relationship with business. 4) Food: hot? spicy? with chilli? pork meat? 5) What are the meaning for colors in this country. 6) Its Flag and meaning. 7) How to do business? 8) How to be dressed for business? (etiquette) 9) Do's and Don'ts 10)What to drink? wine? water? Tequila? Whiskey?
Course Books and Recommended Reading	1)BERARDO Kate y Deardorff Darla: Building Cultural Competence. Stylus. USA 2012. 2)CASAR María Amparo. Dinero bajo la mesa: financiamiento ilegal de las campa as políticas en México. Grijalbo. 3)CORIAT Benjamín. Pensar al revés. Trabajo/organización en la empresa japonesa. Siglo XXI. México.1992 4)HOFSTEDE Geert. Cultures and organizations. Software of the mind. New York, USA. McGraw Hill. 2004. 5)BERNAB VILLODRE María del Mar. Pluriculturalidad, multiculturalidad e interculturalidad, conocimientos necesarios para la labor docente. Revista Educativa Hekademos, 11, An o V, Junio 2012. Pp 67-76. 6)COMBONI SALINAS Sonia y JUA REZ N EZ José Manuel. Las interculturalidad-es, identidad-es y el dia logo de saberes. Reencuentro num. 66, abril 2013, pp. 10-23. UAM Xochimilco. México. 7)MALDONADO CA ON Karen Dayana. La interculturalidad de los negocios internacionales. Univ. Empresa, Bogota (Colombia) 6 (12): 261-291, junio de 2007. 8)PRIES Ludger. La migracio n internacional en tiempos de globalizacio n. Nueva Sociendad 164. Pp. 56-67. 9)HARRIS Philip, MORAN Robert & VIRGILIA MORAN Sarah. Managing cultural differences: global leadership strategies for the 21st. century. Butterworth Heinemann, 2007-7th or 2000-5th edition. USA. 10)HOUSE Robert. Culture, Leadership and Organizations. Sage Publications. USA 2004. 11)iGROUP PRESS CO. Do s and Don' t s in Vietnam. Bangkok, Thailand. 2008. 12)RODR GUEZ Mauro y RAM REZ Patricia. Psicolog ía del mexicano en el trabajo. McGrawHill. México 1992. 13)SOON Ang y Linn Van Dyne: Handbook of Cultural Intelligence. M.E. Sharpe

USA 2008. 14) YUDICE George. El recurso de la cultura. Usos de la cultura en la era global. Barcelona, España. Gedisa. Serie Culturas. 2002. 15) ZAKKOUR, Michael. China's super consumers. What 1 Billion Customers Want and How to Sell it to Them. Wiley; 1st. edition (September 22, 2014). 16) MAYER, Erin. The Culture Map: Breaking Through the Invisible Boundaries of Global Business. PublicAffairs 17) Zaid Gabriel. El poder corrompe. 1era. Edición, septiembre 2019. Ed. Debate. 18) Transparencia Internacional: Corruption Perceptions Index 2019. 19) HOFSTEDE Geert. Culture's consequences. International differences in work-related values. Sage publications. Beverly Hills, USA. McGraw Hill. 20) CALIGIURI Paula. Cultural Agility: Building Pipeline of Successful Global Professionals. Jossey-Bass. 2012. 21) DRESSER Norine. Multicultural Manners: Essential Rules of Etiquette for the 21st Century. Wiley; 2005. 22) MOHAMED BIN RASHID AL MAKTOUM. My Vision. Motivate Publishing. Dubai, UAE. 2012 23) MORRISON Terri and WAYNE A. Conaway. Kiss, Bow, or Shake Hands (The Bestselling Guide to Doing Business in More than 60 Countries). Adams Media. USA. 2006. 24) REYGADAS Luis. Ensamblando culturas. Diversidad y conflicto en la globalización de la industria. Serie culturas. Barcelona, España. Gedisa 2002. 25) LIVERMORE David. Leading with cultural intelligence. AMACOM. USA 2010 26) LIVERMORE David. The cultural intelligence difference. AMACOM. USA 2011 27) OHMAE Kenichi. The borderless world. Harper Business. USA. 1990. 28) DRESSER Denise. El país de uno. Santillana Ediciones Generales. México 2011. 29) IMBER Colin. El imperio Otomano 1300-1650. Ediciones B, Barcelona España. 2005. 30) ROGAN Eugene. Los árabes. Critica, Barcelona, España. 2010. 31) HOURANI Albert. La historia de los árabes. Ediciones B, Barcelona España. 2004. 32) JOHNSON Paul. La historia de los judíos. Ediciones B, Barcelona España. 2010