

# **HRODC Postgraduate Training Institute**

**A Postgraduate-Only Institution**

**176**

**Intercultural Business Communication  
Effective International Business  
Communication**

**Programme**

**Leading To:**

**DIPLOMA – POSTGRADUATE IN**

***International Business Communication***

**Progressing To A MSc**

**International Business Communication**

**Programme Coordinator:**

**Prof. Dr. R. B. Crawford – Director of HRODC Ltd. and Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:**

Doctor of Philosophy {(PhD) (University of London)};

MEd. Management (University of Bath);

Advanced Dip. Science Teacher Ed. (University of Bristol);

Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);

Diploma in Doctoral Research Supervision, (University of Wolverhampton);

Teaching Certificate;

Fellow of the Institute of Management Specialists;

Human Resources Specialist, of the Institute of Management Specialists;

Member of Academy of Management (MAoM), within the following Management Disciplines:

Human Resources;

Organization and Management Theory;

Organization Development and Change;

Research Methods;

Conflict Management;

Organizational Behavior;

Management Consulting;

Gender & Diversity in Organizations; and

Critical Management Studies.

Member of the Asian Academy of Management (MAAM);

Member of the International Society of Gesture Studies (MISGS);

Member of the Standing Council for Organisational Symbolism (MSCOS);

Life Member of Malaysian Institute of Human Resource Management (LMIHRM);

Member of ResearchGate Community;

Member of Convocation, University of London;

Professor HRODC Postgraduate Training Institute.

**Prof. Crawford was an Academic at:**

University of London (UK);

London South Bank University (UK);

University of Greenwich (UK); and  
University of Wolverhampton (UK).

### **For Whom This Programme is Designed** **This Programme is Designed For:**

Managers  
Supervisors  
Team Leaders  
Business Owners  
Board of Directors  
CEO's  
Executives  
Training and Employee Communication Professionals  
Other Professionals at all levels who wish to have more effective business conversation

### **Duration:**

3 Months Intensive Full-Time (5 Days Per Week) or  
6 Months Full-Time (2-2.5 Days Per Week)

Cost:£45,000.00Per Delegate

### **Please Note:**

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

### **Cost includes:**

Free Continuous snacks throughout the Event Days;  
Free Hot Lunch on Event Days;  
Free City Tour;  
Free Stationery;  
Free On-site Internet Access;

**Postgraduate Diploma in The Management of Organisational Development and Change;** or

Certificate of Attendance and Participation – if unsuccessful on resit.

## **HRODC Postgraduate Training Institute's Complimentary Products include:**

1. HRODC Postgraduate Training Institute's **Leather Conference Folder**;
2. HRODC Postgraduate Training Institute's **Leather Conference Ring Binder/ Writing Pad**;
3. HRODC Postgraduate Training Institute's **Key Ring/ Chain**;
4. HRODC Postgraduate Training Institute's **Leather Conference (Computer – Phone) Bag** – Black or Brown;
5. HRODC Postgraduate Training Institute's **8GB USB Flash Memory Drive**, with Programme Material;
6. HRODC Postgraduate Training Institute's **Metal Pen**;
7. HRODC Postgraduate Training Institute's **Polo Shirt**, at Programme Start and End.

**\*\*Please see product images, as a separate file - Complimentary Products For Students and Delegates, from HRODC Postgraduate Training Institute.\*\***

**Daily Schedule:** 9:30 to 4:30 pm.

**Location:** **Central London and International Locations**

## **Programme for Intercultural Business Communication: Effective International Business Communication Leading to Postgraduate Diploma and MSc International Business Communication**

### **Programme Objectives**

By the conclusion of the specified learning and development activities, delegates will be able to:

- To understand the intercultural nature of business communication
- To appreciate intercultural communication as communication shaped not only by national cultures, but also by other cultural dimensions such as ethnicity, gender and social class
- To heighten your awareness of differences in communication styles across cultures
- To develop positive attitudes towards people from different cultural group

To explore cultural self-awareness, other culture awareness, and the dynamics that arises in interactions between the two.

To understand how communication processes differ among cultures.

To identify challenges that arise from these differences in intercultural interactions and learn ways to creatively address them.

To discover the importance of the roles of context and power in studying intercultural communication.

To acquire knowledge, skills and attitudes that increase intercultural competence

Understand how language affects intercultural business communication.

## **Programme Contents, Concepts and Issues**

### **Module 1: Intercultural Communication in Perspective**

#### *Globalization*

#### *Culture*

Dimensions of Culture

Describe the U.S. or Another Culture Using Borden

Language

### **Module 2: Universal Communication Systems**

#### *Economic ISMs*

Socialism

Communism

Nazism

### **Module 3: Contrasting Cultural Values and Communication Impact**

*Semantic Differences*

#### *Attribution and Perception*

Attribution

### **Module 4: Pertinent Cultural Shocks and Impact**

*Introduction*

#### *Stages of Cultural Shock*

Excitement and Fascination with the New Culture

## **Service Contract, incorporating Terms and Conditions**

**Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.**

[https://www.hrodc.com/Service\\_Contract\\_Terms\\_and\\_Conditions\\_Service\\_Details\\_Delivery\\_Point\\_Period\\_Cancellations\\_Extenuating\\_Circumstances\\_Payment\\_Protocol\\_Location.htm](https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extenuating_Circumstances_Payment_Protocol_Location.htm)

The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

**Prof. Dr. R. B. Crawford - Director HRODC Postgraduate Training Institute**