



<b>ASIGNATURA</b>	<b>Nombre:</b>	<i>El inglés de los negocios</i>		
	<b>Descriptor:</b>	<i>Strategies for Intercultural Communication</i>		
	<b>Departamento:</b>	Filología Inglesa		
	<b>Área:</b>	Filología Inglesa, ESP.		
	<b>Código:</b>	D008	<b>Créditos ECTS:</b>	3
	<b>Horario:</b>	Wednesday, from 10 a.m. to 12 a.m.		
	<b>Cuatrimestre:</b>	1st term	<b>Aula:</b>	A2/0A22

<b>DOCENTE(S)</b>	<b>Nombre(s):</b>	Dra. Victoria Guillén Nieto		
	<b>Tutorías:</b>	Tuesdays, from 10 a.m. to 2 p.m. at Office B11-Department of English Studies, Faculty of Arts, Building A- or through the Virtual Campus. In either case, appointments for interview will always be made through the Virtual Campus.		
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### 1. NOMBRE DE LA UNIDAD

Unit 8. Business Intercultural Communication: "The Invisible Face of Culture."

### 2. OBJETIVOS

- a) To develop cultural awareness.
- b) To learn and acquire strategies for developing cross-cultural competence in business settings.
- c) To understand that people from different cultural backgrounds may have different value orientations towards a number of basic problems of social life: Time, Space, Communication, Identity, Power Difference, Virtue, etc.
- d) To understand the way cultural values may influence on business protocol, social etiquette, and communication strategies.

### 3. COMPETENCIAS

- a) To be able to play the role of British protocol and social etiquette.
- b) To use adequate rules of interaction and communication strategies when using English as the lingua franca in business settings.



#### 4. CONTENIDOS

(From Guillén Nieto, 2005. "The Invisible Face of Culture". Eds. J. Mateo Martínez and F. Yus Ramos. *Thistles. A Homage to Brian Hughes. Essays in Memoriam*. Vol. 2: 95-128. Alicante: Departamento de Filología Inglesa. Pp. 95-127. ISBN: 84-609-5627-X).

1. Culture (pp. 99-101)
2. Intercultural communication (pp. 101-105)
3. Cultural frames (pp. 105-107).
4. Comparison of Spanish and British cultural frames (pp. 107-121)
5. Strategies for developing cross-cultural competence (pp. 121-124)
6. Conclusions (pp. 124-126)
7. References (pp. 126-127)

#### 5. METODOLOGÍA

The methodological approach in this unit will include: (a) pair-work (b) small group tasks, (c) oral presentations, and (c) a class discussion.

#### 6. PLAN DE TRABAJO Y ACTIVIDADES DE APRENDIZAJE

ACTIVIDADES PRESENCIALES			
ACTIVIDAD	CLASE TEORÍA	CLASE PRÁCTICA	DESARROLLO DE ACTIVIDADES EN GRUPOS PEQUEÑOS. TUTORÍAS DOCENTES
Presentation	1		
Company simulation			
Presentations		1.5	
Class discussion		0.5	
<b>TOTAL:</b>	<b>1</b>	<b>2</b>	



<b>ACTIVIDADES NO PRESENCIALES</b>			
<b>ACTIVIDAD</b>	<b>ESTUDIO ASIGNATURA</b>	<b>PRÁCTICAS FUERA DE HORARIO</b>	<b>DESARROLLO DE ACTIVIDADES EN GRUPOS PEQUEÑOS. TUTORÍAS DOCENTES</b>
	1	1	1
<b>TOTAL:</b>	<b>1</b>	<b>1</b>	<b>1</b>

## **7. EVALUACIÓN DE LA UNIDAD**

Students' assessment will be carried out over:

- a) Active participation in the workshops.
- b) An oral presentation.
- c) A written report on personal profiles vs national profiles.

## **8. MATERIALES**

- a) Book chapter.

## **9. BIBLIOGRAFÍA**

Guillén Nieto, v. 2005. "The Invisible Face of Culture". Eds. J. Mateo Martínez and F. Yus Ramos. *Thistles. A Homage to Brian Hughes. Essays in Memoriam*. Vol. 2: 95-128. Alicante: Departamento de Filología Inglesa. Pp. 95-127. ISBN: 84-609-5627-X.