



Intercultural Communication for Global Business (iMA)

Class offered by the International Office of Universidad Latina de América (México)

General objective: Develop in students the understanding of the role of culture in business communication and to equip them with the skills needed to communicate effectively with individuals from different cultural backgrounds in the context of international business. We will develop an understanding of the global business environment, including the political, economic, and social factors that influence business communication across cultures. The course will develop students' intercultural competence, including the development of an understanding of cultural values, beliefs, and norms, as well as developing empathy and the ability to see things from others' perspectives.

Course Information

Class format	<input checked="" type="checkbox"/> Online	<input type="checkbox"/> In-person	<input type="checkbox"/> Hybrid
Instructor	Ada del Carmen Sandoval Madrid	Institution	Universidad Latina de América (Mexico) Vancouver Community College (Canada)
Schedule	Platforms	Language of instruction	Duration
Mondays and Wednesdays 19:00-21:00 hours (Mexico City Time (GMT-6))	1. Webex 2. UNLA Synchronic (Moodle)	English	One semester (16-17 weeks)

Summary of syllabus*

Academic period 1	GLOBAL BUSINESS OF THE XXI CENTURY
Academic period 2	INTERCULTURAL COMMUNICATION
Academic period 3	GLOBAL COMMUNICATION MANAGEMENT

* If you require more information about the contents of this course, email us at: dprado@unla.edu.mx

Students' requirements

Students should meet the following requirements:

1. **Level of English:** B1-B2 (preferable). For UNLA students: you must have passed "Seminario de Inglés" or you must be currently taking it. Also, Seminario MAQ and students with a language certificate are admitted.
2. Reliable internet connection
3. Computer or Tablet
4. Microphone and camera

Information for Virtual Exchange Students (partner institutions)

Students enrolling this class as part of UNLA's Virtual Exchange Program must be nominated by their Academic Mobility Coordinator and must send via email, the following documents on PDF:

1. Copy of current School ID
2. Copy of passport or any other official ID
3. Transcript of records (not necessarily in English)
4. English Language Proficiency Certificate (TOEFL, Duolingo, Cambridge, TOEIC, etc), if not available, a letter in English issued by the home university can be accepted.

Once all the documents are sent, the candidate will receive the **Course Request Form**, that needs to be filled out and sent to: movilidad@unla.edu.mx.

Certificate & Transcript of Records

Students who successfully complete the course and pass all the evaluations will receive a **certificate of participation** that states that you took a subject in English. For Virtual Exchange Students, in addition, you will receive an **official transcript of records** that you can use to validate a subject in your home institution*

** Your institution must agree to make the validation of this subject BEFORE you enroll the course.*

For more information, contact the International Office at Universidad Latina de América, or email us at: dprado@unla.edu.mx or movilidad@unla.edu.mx