



**LUND**  
UNIVERSITY

School of Economics and Management

## **IBUA51, International Business: Intercultural Competence, 5 credits**

*International Business: Interkulturell kompetens, 5 högskolepoäng*  
First Cycle / Grundnivå

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### **Details of approval**

The syllabus was approved by The Board of the Department of Business Administration on 2022-11-22 and was last revised on 2023-04-21 by Academic Director of Studies at Department of Business Administration. The revised syllabus applies from 2023-04-21, autumn semester 2023.

### **General Information**

The course IBUA51 is a mandatory course on the International Business programme.

*Language of instruction:* English

*Main field of studies*

International Business

*Depth of study relative to the degree requirements*

G1N, First cycle, has only upper-secondary level entry requirements

### **Learning outcomes**

On completion of the course, the student shall be able to:

#### **Knowledge and understanding**

- understand the basic terminology within intercultural settings
- understand cultural backgrounds, beliefs and attitudes within different cultural settings
- understand the potential impact of cultural issues on international/intercultural business situations

#### **Competence and skills**

- Use and evaluate the role of basic dimensions of culture on intercultural business situations
- Work and collaborate efficiently (both as a team leader and member) as

This is a translation of the course syllabus approved in Swedish

- members of intercultural groups
- Communicate effectively, (both as a sender and receiver), in intercultural business situations
- Provide constructive feedback on peers oral and written work

### **Judgement and approach**

- Appreciate and assess the importance of intercultural similarities and differences, in international/intercultural settings
- Use ethical, bias-free perspectives to manage intercultural business situations
- Be sensitive to cultural differences and adapt their behavior accordingly.

## **Course content**

We now live in a truly global, interconnected world in which every manager and employee requires a high level of cultural intelligence. In a diverse work environment, a successful leader as well as employees and entrepreneurs, must understand the cultural backgrounds, beliefs and attitudes of the people around them – or run the risk of failing to achieve the organization's goals. The aim of this course is to increase students' awareness, sensitivity, and skills to develop intercultural competence and cultural intelligence. The themes on intercultural competence are divided into two broad categories: the theoretical components and the behavioral aspects of working in an intercultural setting. After a brief introduction to the conceptual components of IC, the course pursues a hands-on approach and students work in small but culturally diverse groups to investigate the role of intercultural issues in an organizational context.

For the written report, student groups need to use the relevant theoretical and conceptual components from the course literature (see the suggested reading list) and need to collect both secondary about the case organization and primary data by interviewing employee(s), managers from the case organization.

## **Course design**

This course, via structured learning activities (lectures, seminars, quizzes, discussion prompts, industry lectures and/or interviews and written assessments), will teach students to increase their intercultural awareness, skills, cultural intelligence – to use in intercultural settings and business situations.

## **Assessment**

The assessment is based on

### **Group work**

- written report based on a case (3 credits)
- oral presentation and discussion in the classroom with audience (1 credit)

### **Individual reflection report** (1 credit)

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this*

*document.*

## **Grades**

Marking scale: Fail, E, D, C, B, A.

## **Entry requirements**

General and courses corresponding to the following Swedish Upper Secondary School Programs: English 6, Mathematics 3b/3c and Social Studies 1b/1a1+1a2.

## **Further information**

Students who are admitted to the Bachelor of International Business program are eligible for the course. To be admitted to the course as a freestanding course, students must at least satisfy the general entry requirements and have Mathematics C and Social studies A from Swedish upper secondary school or the equivalent.

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

## Subcourses in IBUA51, International Business: Intercultural Competence

Applies from H23

- 2301 Group assignment: written case report, 3,0 hp  
Grading scale: Fail, E, D, C, B, A
- 2302 Group assignment: oral presentation, 1,0 hp  
Grading scale: Fail, E, D, C, B, A  
The oral presentation is to include a discussion in class with audience.
- 2303 Individual reflection report, 1,0 hp  
Grading scale: Fail, Pass