

Intercultural Business Communication

Edinburgh Napier University

Venues

Craiglockhart Campus

Content

You'll critically examine issues related to cross-cultural business behaviour, cultural dimensions, the key role of language, critical cultural awareness, and training for intercultural sensitivity.

You'll discuss the works of major intercultural researchers and the critiques they have received in order to contribute to a more widening debate of intercultural theory and research.

This course gives you grounding in the global economic environment and the opportunity to specialise in an area of business. You'll also study an in-depth introduction to research methodology, appropriate to undertaking research at this level.

With an international outlook, MSc Intercultural Business Communication attracts students from a wide range of cultural backgrounds. By the end of the course, you'll have a systematic understanding of intercultural business communication and competing theories of culture and communication.

You'll also have the ability to critically and flexibly apply theoretical models to cross-cultural business contexts, including those of international marketing, commerce, advertising and tourism.

Start Date

September, January

Qualification

Postgraduate Master's

Study Method

Full time

Award Title

MSc

Course Length

1 year (September) 18 months (January)

Department

Business Management

Entry Requirements

You'll need a recognised 2:2 Honours degree in any discipline.

SCQF Level

11

Combination Courses

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Address

«Address»

Website

www.napier.ac.uk