



Crossing Continents: Business Communication on a Global Stage

Giving you 24/7 global access to industry-leading communication training, our online courses, delivered by linguistics academics, connect you to the most up-to-date developments in professional communication. This flexible learning opportunity is perfectly suited to fit around today's busy work schedules, specifically designed to be adapted to your workplace, wherever you are in the world.

Drawing on cutting-edge research into global communication, this online course will enable you to develop your own knowledge of other cultures and your own awareness of effective communicative styles in challenging environments. We consider how culture plays a part in determining what is appropriate and effective behaviour in the workplace and how businesses operate at an international level.

We focus on a range of practical skills for you to get the most out of your intercultural business transactions, including how to communicate effectively to diverse audiences, how to negotiate, how to understand gesture and nonverbal communication, how to behave appropriately in other cultures and to consider which advertising strategies work best internationally.





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Course structure

Our online CPD courses are designed to run for a total of three weeks, which is comprised of three to four hours per week of study (10 hours of flexible study in total).

Teaching

Students are taught using the latest advances in teaching methods and electronic resources. Principal features of our CPD programmes include:

- online discussion groups
- online one-to-one tuition with members of staff
- teaching informed by active researchers
- access to a variety of online resources
- flexible course content

Entry requirements

What makes our CPD courses different is that all our modules are accredited with each counting for 10 credits of a postgraduate qualification. This means you could use these modules to build towards a PGCert, PGDip or even an MA.*

Fees and funding

The fee for this online course is £349.99 with discounts available for previous clients of Linguistic Profiling for Professionals, Alumni of the University of Nottingham and FutureLearn participants.

For more information and a complete list of prices please visit:
www.nottingham.ac.uk/lipp/online-cpd-courses

To find out more about this course, follow the link using the QR code below:



*There are no formal entry requirements for our online CPD courses, however you should possess a good command of the English language and be ready to think critically about language and communication. If you wish to use your CPD course for accredited prior learning for an MA, PGCert or PGDip, please note that entry requirements will apply.

Learning Outcomes

Knowledge and understanding:

- you will learn about key theories and concepts in intercultural business communication
- you will discover how 'culture' plays a role in business communication
- you will gain knowledge and understanding of language-based approaches to studying intercultural business communication

Professional and practical skills:

- you will develop the ability to discuss aspects of intercultural business communication using appropriate theoretical terminology
- you will learn how to apply appropriate analytical techniques to the study of intercultural business communication
- you will be able to evaluate the usefulness of a range of perspectives and/or approaches to the study of intercultural business communication

Transferable skills:

- you will develop the ability to think critically about your own communication and how it can be adapted with respect to cultural norms
- you will develop the skills to understand and evaluate the communicative behaviours of colleagues and clients from different cultures
- you will acquire knowledge and strategies that support flexibility in your intercultural encounters

Intellectual skills:

- you will be able to understand and interpret models of 'culture' and their application to specific issues
- you will acquire the skills to engage in analytical discussion of intercultural theory and/or data
- you will be able to evaluate different cultural perspectives

How to apply

Follow the QR code to find out more and apply.

Enquiries

For further information please contact:

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The University of Nottingham has made every effort to ensure that the information in this flyer was accurate when published. Please note, however, that the nature of the content means that it is subject to change from time to time, and you should therefore consider the information to be guiding rather than definitive.

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