

BUAD 453: Cross-Cultural Studies

A study of communication between cultures in an ever-changing world. This course will examine the interdependent global society, the structure and identity of culture, worldviews and cultural values. The effects of cross cultural communication, both verbal and nonverbal, in business settings will be examined. Practical applications are made for cultural differences, management expectations, and marketing practices.

Credits: 3

Program: **Business Administration**

Semester Offered: Spring