



TEACHING GUIDE - 2026-2027

Global Business Etiquette and Cross-cultural Communication

UGRA_016580

Departments	ELC - English Section
Teaching Languages	English
ECTS	3
Teacher responsible	Victoria Josephine O'Dea - victoria.odea@esade.edu Lydia Frances Muriel Pollock - lydia.pollock@esade.edu

Course Goals

Main Objectives:

- Understand key concepts of global business etiquette.
- Analyze cultural differences in professional communication.
- Develop critical and empathetic skills for interacting in multicultural business environments.
- Identify challenges and opportunities in cross-cultural communication.
- Enhance verbal and non-verbal communication skills in diverse cultural contexts.

Teaching methodology

Students will explore the nuances of communication styles, verbal and non-verbal cues, and the impact of cultural norms on business interactions. Through case studies, role-playing, and interactive discussions, students will learn how to navigate cultural differences, avoid misunderstandings, and build effective international business relationships.

Description

Course contribution to program

The course "Global Business Etiquette and International Communication" offers students the opportunity to gain practical knowledge of international professional norms, culturally appropriate communication styles, and the etiquette required to build strong international professional relationships.

By fostering cultural awareness and interpersonal adaptability, the course prepares students to thrive in diverse teams, and represent organizations with professionalism abroad. This focus on intercultural competence and global business communication enhances graduates' employability and aligns

the programme with the needs of a modern, interconnected economy.

Assessment

Tool	Assessment tool	Category	Weight %
Other	80% attendance is compulsory to sit the final exam.	Ordinary round	
Other	The last day of the course is the final oral exam. Attendance is compulsory.	Ordinary round	
Learning journal		Ordinary round	30.00%
Other		Ordinary round	30.00%
Written and/or oral exams		Retake and ordinary round	40.00%
Written and/or oral exams		Retake	100.00%
Written and/or oral exams	retake exam	Retake	

PROGRAMS

AI26-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
AI26 Year 1 (Optative)

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 4 (Optative)
BBA20 Year 2 (Optative)
BBA20 Year 3 (Optative)
BBA20 Year 1 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 4 (Optative)
BBA23 Year 2 (Optative)
BBA23 Year 3 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA25 Year 1 (Optative)
BBA25 Year 2 (Optative)
BBA25 Year 3 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI23 Year 3 (Mandatory)
DBAI23 Year 1 (Mandatory)

GBL24-Double Degree in Business Administration and Global Governance, Economics and Legal Order (Undergraduates: Business)

GBL24 Year 1 (Mandatory)

GEL19-Bachelor in Global Governance, Economics and Legal Order (Undergraduates: Law)
GEL19 Year 3 (Optative)
GEL19 Year 4 (Optative)

GEL23-Bachelor in Global Governance, Economics and Legal Order (Undergraduates: Law)
GEL23 Year 2 (Optative)
GEL23 Year 3 (Optative)
GEL23 Year 1 (Optative)
GEL23 Year 4 (Optative)

GEL25-Bachelor in Global Governance, Economics and Legal Order (Undergraduates: Law)
GEL25 Year 4 (Optative)
GEL25 Year 2 (Optative)
GEL25 Year 3 (Optative)