

Under dreaming spires: Training a new generation for international business

Our client

Oxford Brookes is one of the UK's leading modern universities. It enjoys an international reputation for teaching excellence and innovation and has strong links with business and industry. The university is set in the historic student city of Oxford, famous around the world as the home of learning. In September 2010, for the tenth year running, Oxford Brookes was named the UK's best post-1992 university in The Sunday Times' University Guide.

The brief

The university attracts a high level of international students each year and runs a number of short courses specifically directed at this sector. Business English is a 3 week summer course for overseas students planning an international business career. The course allows students to improve their English so they develop their career and language competence while increasing their knowledge of business concepts and practice.

An integral element of the course is a 1 day Cross-Cultural module which helps give students an understanding of how cultural issues can impact on international business. **expatknowhow** was briefed to design and deliver content for this aspect of the course to a group of students made up of a broad mix of nationalities including Japanese, Italian, Norwegian, Spanish, Chinese and Brazilian.

Solution

expatknowhow developed a 1 day Cross-Cultural Module to integrate with the main programme. Approved by the university its focus was to give students an overview of cross-cultural issues. Units covered key areas;

- Why Intercultural skills are useful
- History of Intercultural awareness
- Intercultural communication
- Virtual communication
- Intercultural Training
- Cultural profiling

Taking a highly interactive approach, the module demonstrated clearly why intercultural communication skills are critical for students wishing to make a career in international business or to succeed in an international role.

Outcome

Student feedback was extremely positive and indicated that the module successfully communicated the importance of cultural awareness in global business;

"This course will help me think about cross-cultural issues while having a multicultural meeting". "I realise I will have to be more careful when communicating with people from different cultures".
Students on the Oxford Brookes, cross-cultural module, summer 2011

expatknowhow – for business

expatknowhow delivers bespoke training programmes for teams and individuals working across cultures and in multicultural environments.

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